

# ABSTRACT OF THE MAJOR PRACTICAL PROJECT

## MAXSYS STRATEGIC PLAN 2018-2028

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MaxSys Staffing & Consulting is one of Canada's largest national staffing firms. It has annual revenues of approximately \$72M, 14 offices national wide, and is privately owned by the author. MaxSys provides staffing services within business verticals such as IT, professionals, light industrial and administration. It makes 14,000 placements a year for contract, temporary, and permanent workers. The corporate vision of MaxSys is to create a Canadian flagship staffing company with revenues of \$500M within 20 years (Collins, 2001). The immediate target is to achieve \$115M in revenues within the next ten years. The overall intent of this vision is to enhance shareholder value, and posture the company for a potential initial public offering (IPO) or strategic sale at a future date. The aim of this Major Practical Project (MPP) is to develop a realistic strategic plan that provides a detailed roadmap for MaxSys over the next ten years. As such, this vision is supported by a rationale that favors organic growth over acquisition or merger

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strategies. From a financing perspective, it also seeks to build intrinsic value and fuel current growth through retained earnings and debt over this period. Thus, the MPP will focus on a plan development, which optimizes a sustained competitive advantage with a best-cost provider strategy over the next ten years.