

## **Careers Hunters Kuwait: Development of Training as A New Business Idea**

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### **ABSTRACT**

Career Hunters' consistently successful recruitment experience has made it popular among the job seekers in Kuwait. This company is a talent search company that offer jobs as well as recruitment services for its clients. Career Hunters focused on identifying, attracting, and evaluating outstanding candidates according to the requirement of its clients. Career Hunters routinely communicate with clients on a weekly basis to ensure clients' needs are met. The paper proposes that Career Hunters could expand its operation by providing training for new talents hired for their client's corporation.

Keywords: Career Hunters, training, business idea, Kuwait

### **INTRODUCTION**

Career Hunters Kuwait is a popular company among job seekers in Kuwait as they hire employees for their client's corporations. They are good at analyzing and hiring talents that are suited best with what their clients are looking for in an employee. Career Hunters work intimately with all its clients to ensure that they provide the best talents as employees for their clients company. Career Hunters specialized in job analysis, which helps them to determine corporate requirements towards representative qualities that incorporate mental, physical and academic capacities. Being based in Kuwait, gives them the immediate knowledge of the region, the labour laws & ultimately the cultural background. Thus giving them the upper hand in providing proper and satisfactory results (Metle, 2001).

It is a private organization that has been performing in the best interest of the other companies. Career Hunters in Kuwait is one of the most significant employment agencies as it offers the best services to his clients. Career Hunters has 10 employees that focused on the recruitment of the new employees for other companies. It also focuses on Human Resource facilities and Human Resource consultants because it is providing consultancy services to different companies in the same country (Ghabra, 1997).

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### **The Vision and Mission of Career Hunters**

Career Hunter's vision is to enhance the opportunities of all job seekers by providing comprehensive and professional recruitment services for all businesses in Kuwait that recognize the value in personal services. Its mission statement includes the interest of all stakeholders of the organization. The mission statement of the Career Hunters is to provide the highest quality services of recruitment in all the stages related to the recruitment process and emphasized the customized consultancy according to the needs of the companies. It focuses on the recruitment needs of permanent staff as well as temporary staff required by its clients.

### **Values of Career Hunters**

In intention to give an assurance for strong relationship with clients, Career Hunters value their company's reputation and integrity more than profit maximization. Besides that, they also show their integrity and respect to all customers and build a reputation for professionally handling assignments by giving a very comprehensive service providing tailored solutions in the areas of recruitment, temporary staff, training, outsourcing.

### **Background of Idea**

Everyone in this world would like to have a fixed job that could make their life feel better. However, to get those jobs are not easy since they need to go through a lot of processes such as interviews. In order to get a job, job applicants should prepare themselves by improving their skills and experience to fulfill the requirements in each job scope. Furthermore, they should ensure that they get proper training and shows great potential to secure a job.

Kuwait's Unemployment Rate increased to 2.09 % in Jun 2018, from the previously reported number of 1.24 % in Jun 2017. Kuwait's Unemployment Rate is updated yearly, available from Jun 1999 to Jun 2018, with an average rate of 1.56 % (CEIC data). As Kuwait unemployment rate keep on increasing by year, Career Hunters Kuwait who hire talents for their client's company can take this situation and make it an opportunity as a business idea. Although there are many good graduates in Kuwait, these job seekers could not secure a job since they don't have proper skills needed. Their lack of skills are factors that contribute to failure of getting a job.

Career Hunters Kuwait should take advantage of this situation and develop their operation in Kuwait by providing training as new business idea. Moreover, in Kuwait, customer service sectors are huge. They could act as potential customers that needs training from Career Hunters Kuwait. By hiring employees for their client's company and giving them training, Career Hunters Kuwait could generate more profits by charging higher rates besides increasing performance of their client's company.

There is a need to focus on the training and development of employees when it has been providing recruitment services to its customers. With the training and development services, it can charge a huge amount of the payment from its customers on behalf of the training according to the demand of different companies (Ali and Al-Kazemi, 2005).

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Therefore, we are carrying out this research to determine whether Career Hunters should expand their operation by providing training to client's employees. We would see in terms of opportunities in Kuwait, potential customer, effects of training on employees and clients company performance before determining whether Career Hunters Kuwait should choose training as their new business idea.

### **Training business**

Training, are defined as the planned intervention that is designed to enhance the determinants of individual job performance (Chiaburu & Teklab, 2005). Training are usually given to employees to increase their skills. Adequate training could enhance an employee's skills hence they could perform better. Training could be given in many forms, either through shadowing which is working from a star performer, a role play on possible situations encountered, mentoring, or simply train the employees by giving them tips and task. In Kuwait, specifically it seems that training business are less available. Training business helps job seekers or employees of a company to work more efficiently.

### **Customer service sector**

Customer service sectors are sectors where employees work closely with their customers. They are required to respond to any customer's enquiries and complaints. Customer service always have been a part in majority of businesses. Restaurant, hotels, fast food chain, fashion company all have customer service department in their company. This shows that customer service are major sectors where a lot of employees are placed at.

As employees in customer service work closely with customers, they are in need of great skills so that they know how to act with different kind of situation that they face varying on different kind of customers. Career Hunter Kuwait hence could provide training to these employees. Arago'n-Sa'nchez et al. (2003) investigated the direct effects of training on quality of service and proved that training has positive effects on quality of services which would benefit these employees.

### **Employees' skills**

A skill set is the knowledge, abilities and experience needed to perform job. This specific skill set areas can include accounting, leadership, human relations, computer skills and research and planning. Skills are needed by every employee, but the specific skills depend on their own work areas. Skills is the way companies to differentiate between their employees. Most of the company will choose employees with skill rather than employees that have a good result. Nowadays, widespread use of technology affects the employee's performance as they do not have skill in using technology. Not everyone born with skills but with training, people can master a skill. There are two skills that partial influence significantly on employee performance which is hard skill and soft skill. Soft skills need to be developed to the employees that frontlines in the company (Anggiani, 2017). Thus, Career Hunter may expand their business in providing training to clients' employees in order to help they master skill needed in their career.

### **Clients' company performances**

Company's performance can be determined by comparing what the result that company achieve with the company's objectives and evaluate to which extent the company met their targets. Usually, company use financial as indicator to evaluate their

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performance and compare it with the competitors. Internal company's performance can be indicated by employee job satisfaction and training. These effects performance of company through the ability of the company to provide good services to its customer. Employees is the key factor and someone that responsible in providing services to company's customers. Thus, it is important for the employees to have skills in handling their customers. Employees can have this skill by undergoing training. Employees' performance is important as it will affects companies' performance. It will be an added value if Career Hunters Kuwait can provide training to their clients besides providing workers to them.

### **Justification Of Ideas**

As we could see how unemployment rate in Kuwait increases each year, and how few factors that are stated above such as opportunities of training business, customer service sectors, efficiency of employees skills and performance of clients company, we would justify the idea how Career Hunters Kuwait should take advantage of these factors and develop their operation by providing training as new business idea in Kuwait.

### **Opportunities In Kuwait to do training business**

Unemployment rate are increasing each year in Kuwait. Fresh graduates from university are unemployed as they could not find the right job according to their skills. Majority of job seekers in Kuwait never received proper training before start working causing them to find it hard to get a suitable job. Some of them resigned from their job because they don't have the skills needed in their job scope. This shows that job seekers are in need of training which could enhance their skills. It seems that training skills are high in demand in Kuwait.

Moreover, through research that we did, it seems that there is lack of businesses that provides training to employees as their main business in Kuwait. This means that the markets target will be huge if Career Hunters decided to expand their operations by training their clients employees. There are almost no competitors in training business which could guarantee a huge market for Career Hunters. This opportunity should be taken by Career Hunters Kuwait to expand their business from only hiring talents to their clients' corporation to also include training the employees as their business.

Career Hunters Kuwait should take this opportunity and develop their business through training business. If this training business take off successfully, Career Hunter Kuwait might generate more profits and could increase their net income.

### **Customer service sector as potential customer**

Customer service sector is an essential sector in this world. They are a majority among all industries. It is included in almost all kind of businesses causing them to be the majority. From hotels business to fast food chain to a fashion company, all these kinds of business would have customer service department in their company. The employees that are placed in this department are responsible to their customers' enquiries and satisfaction.

Employees in customer service works closely with customers. Therefore, these employees need great communication skills, coping skills to deal with different kind of situation that they might face. Hence, these employees need proper training to increase their service quality. According to Rowden and Conine (2005), the most

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thoroughly trained employees will better satisfy the needs of their customers and employees. As they get training, they could actually provide better service quality and increase customer satisfaction.

Therefore, the employees in customer service department could act as potential customer for Career Hunters Kuwait as they need training more than other sectors. Besides, as customer service department existed in majority of Career Hunters clients' company, it provides huge advantages since Career Hunters could provide training to their clients' employees who are in customer service. Career Hunters Kuwait then could charge higher rate for their clients as they provide training besides hiring talents for their clients' company. The increase in potential customer could generate better income for Career Hunters Kuwait.

### **Effects of training on employees skills**

Training to the employees are time consuming. This business design training and development programs are a continuous activity. To train the employees, the training program should be designed with a clear goals and objectives what skills that need to be obtain at the end of the training (Elnaga & Imran, 2013). In Bartel 1994, shows that there is positive correlation between effective training program and employee productivity.

Therefore, an organization always held a training program to their employees frequently. For example, an organization always focus on soft skill which is how to communicate effectively with the clients because they know how important this skill in their employees to secure a project. By training the employees, they can master the skills and will increase their job performance.

If Career Hunters Kuwait manage to provide training program with well-designed plan, many firms will send their employees join the program. There will be high demand in this business. This show that Career Hunters Kuwait will having high opportunities to expand their business in this area and can increase their profit in future.

### **Impacts of training on clients' company performances**

According to Spreen, Afonso, & Gerrish, 2020, they evaluate whether the training affect organizational outcomes by using new fiscal benchmarking tools. It shows there were improvements in the financial performance when the employees are having training. In another research, they found that training programs improved knowledge, skills and work behaviors of workers and the training has moderate impacts towards employee's job performance (Awang, Ismail, & Mohd Noor, 2010).

Training is a key factor to increase the employee's performance, achieving organization's goals and influence the performance of organization according to Harrison (2000). Through training, it will increase the job performance that leads towards the job satisfaction for the employees. Champathes (2006) said that well trained and developed employees are satisfied with their job so it will increase the organizational productivity and profitability. Job satisfaction benefits company with the higher productivity.

An organization objective usually tends to make profit and in order to achieve that objective, they need to invest their money in training their employees. So, Career Hunters Kuwait can provide training to their clients' company and can increase their



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clients' company performance. It will be a huge opportunity to Career Hunters Kuwait to grow their business from providing employees for clients to also providing training to the employees of the clients' company.

## RESEARCH METHOD

This study aims to propose a new business idea for Career Hunters Kuwait to provide training process for new talents that they recruit for their clients' corporation. The data was collected via a questionnaire for this research. The data was collected and implemented through a questionnaire. A total of 50 respondents among Career Hunters Kuwait clients provides their responses. It was operated using descriptive research. Simple random sampling was chosen as the sampling technique. This study was focused on people who have experience or inexperience with Career Hunter Kuwait as a platform to find job. The questionnaires were modified into Google Form as an online survey. The online survey distributed to all respondents from Kuwait through social media such as WhatsApp. The questions are answered by the respondents.

### Research instrument

The questionnaire consists of two sections. The first section includes the respondents' demographic data such as age and their exposure towards Career Hunter Kuwait. This section's purpose is to know the demographic data of the respondents and how it affects the level of satisfaction on Career Hunter Kuwait. The second section is asking about respondents' opinion on the new development of training as a new business idea, either they have used services by Career Hunter Kuwait or not. This section also asked the respondents do proper training needed to improve their skills, especially those who work in customer service department. Overall, the survey was aiming to know whether to provide training for new talents is a good development idea or vice-verse.

## RESULTS AND DISCUSSION

**Table 1:** Summary of respondents' demographic (N=50)

Response	Frequency	Percentage
<b>Age Group</b>	26	52%
18 - 21	18	36%
22-30	6	12%
31-40	0	0%
40 and above		
<hr/>		
<b>Heard of Career Hunter Kuwait</b>		
Yes	36	72%

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Maybe	9	18%
No	5	10%

Table 1 shows a summary of respondents' demographic. It is shown, most of the respondents are at the age of 18 – 24 who have heard about Career Hunter Kuwait.

**Table 2: Opportunities of training as new business idea by Career Hunter Kuwait**

Response	Percentage (%)		
	Agree	Neutral	Disagree
1. There are lack of businesses that provides training as their main business idea in Kuwait.	74	26	0
2. Most of employees in Kuwait does not receive enough training skills before they start working.	74	22	4

Table 2 shows that there are big opportunities of making training as new business idea by Career Hunter Kuwait. It shown that most of the respondents agree (74%) that most of them in Kuwait did not receive enough training skills to start their career.

In response of whether there are training businesses in Kuwait, most of our respondents (74%) agree that there is lack of it while 26% of them remains neutral. This shows that Career Hunter Kuwait could expand their business more in Kuwait by making training as the business idea since there are lack of competitors in the market. Moreover, most of our respondents agree (74%) that employees in Kuwait does not receive enough training before start to work with only 22% that remains neutral and 4% disagree with this statement. Through this survey question that focus on the opportunities to expand training as new business idea in Kuwait, we found out that the market in Kuwait is lack of competitors of who does training businesses and most of employees never have training before. These employees could act as potential customers in future. Hence, it could be an advantage to Career Hunters Kuwait to expand their businesses in training as well since the market seems to need this training businesses.

**Table 3: Training in customer service sector**

Response	Percentage (%)		
	Agree	Neutral	Disagree
3. If the employees are placed in customer service department, there is a need to give training to these employees so that they can serve customer better.	80	20	0

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4. Employees in customer service needs more proper training to serve others.

84                  16                  0

Table 3 shows is there a need to train employee that work in customer service sector. It showed that most of the respondents (average 82%) agree that employees in customer service need more training to serve others better.

Customer service are one of the most important sectors in the world. Most of businesses always have customer service department in their company. Therefore, employees in customer service might need training more than employees in other sectors. Through the questionnaire, most of our respondents (80%) agree that employees in customer service sectors need proper training to serve others better. This is probably because customer service sectors are one of the significant sectors in Kuwait. There is customer service department in restaurant, fashion company, or even a gym business. Furthermore, most of our respondents (84%) also agree that employees in customer service needs more proper training to serve others. Career Hunters Kuwait could give training for their clients' employees who are in customer service department to ensure that they could increase their skills and work better. Career Hunters Kuwait could give training to these employees by doing role play on how they should cope in different situation or by shadowing which is a new employee are being paired with a star employee who are relatively excellent in customer service. This star employee could improve the new employees' skills.

Career Hunter Kuwait should target this customer service sectors as their potential customers and find ways to give training to this sector. As customer service are one of biggest sectors in market, if Career Hunters Kuwait could manage to acquire them as their clients, it could bring big profit to their business.

**Table 4: Increase in employee skill through training**

<b>Response</b>	<b>Percentage (%)</b>		
	Agree	Neutral	Disagree
5. By providing training to employees, there will be an improvement in term of skills. Hence employees can implement while doing their work.	82	18	0
6. Proper training would help employees to work more efficiently.	90	10	0

Table 4 show that by providing training, employees' skill will be enhanced. It is shown that almost all respondents agree (average 86%) think that with proper training provided to the employees, they can work more efficiently.



Skills are important for every employee to do their work efficiently. Skills also help in providing work opportunity to people in Kuwait. To increase employee skill, training should be provided to them. Result from the survey provides that most of respondents (82%) agree that by providing training to employees help them to improve in term of skills. Nowadays people are using machine in their operations and they need skills to handle the machine for companies' production. Moreover, the survey provides 90% of the respondents agree that proper training would help employees to work more efficiently. The defect in production can be reduce if the employees have a training to develop the skills before working with real machines. Career Hunter Kuwait should provide training in expanding new businesses because skills are very important to increase the work performance for every individual. This potential business can have high demands from the companies as they need training for their employees.

**Table 5: Training helps clients' companies' performance**

Response	Percentage (%)		
	Agree	Neutral	Disagree
7. When Career Hunters Kuwait provides training for their clients' employees, there will be an increase in their clients' companies performance.	60	40	0
8. As Career Hunters Kuwait provide a training employee to their clients, youth unemployment rate will decline as they can get hired easily with the better skills and abilities they earned.	64	26	0

Table 5 show that training to new employee will help to enhance clients' company's performance. It shown in Table 5 that most respondents agree that when Career Hunter Kuwait implement business idea of providing training to clients' employees, it may enhance clients' companies' performance.

Companies' performance is not relied only from the management performance, but overall employees' performance important for companies' performance. This can be proved from the result where 60% from the respondent agree clients' company performance increases if Career Hunter Kuwait provide training for clients' performance. Besides that, 64% from the respondent agree that youth unemployment rate will decline if the Career Hunters Kuwait provide training employee because unemployed can get hired easily with the better skills and abilities they earned. It shows that how clients' companies' performance can increase from the training provided by Career Hunters Kuwait. This give opportunity for Career Hunters Kuwait to expand their business in training employees.

## CONCLUSION

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From our research, we could conclude that there are sufficient opportunities for Career Hunters Kuwait to expand their business and take training as new business idea. We also found out that training in customer service sector has high demand in Kuwait and the employee's skills could be enhance through training. The training also helps clients' company's performances. Training is important especially for customer service sector that deal closely with customers every day. In order to deal with people, soft skills are needed. Skills are obtained by training and this affects the performances of employees. This leads to customer satisfaction that increase the company's performance.

There are some recommendations to Career Hunters and all the recommendations are based on the justification of new ideas. First, it has been recommended for Career Hunters Kuwait to focus training business on customer service as they are majority and they could act as potential customer. Second, Career Hunters Kuwait should charge at higher rates on clients' company for hiring talents and training. From this, Career Hunters Kuwait can gain more profit. Lastly, Career Hunters Kuwait need to do research on Kuwait market

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