DE: What one the internal sources of Job cardidalus? How can manning Apreced the supply of internal candidah. Ans Internal sources of Job cardidales rye to the post of potential employees that on organization already has within its workyon. They very good start eith a valuable asset for Filling Job vanaucies emor prosnoving employee derdopment The journing one some Comon. interned sources 9) Current Employer Employee at various level and in different. deportment who may be seeking correct advancement 6) Promotions and Transfers Identy condidates for job opinings through promotion or lateral transfer. J Succession Planning to key leady material m- in crymizahu d) Talent pools Organization mountain talent port - databases of internal condidates who have expressed interest in patein job gominsol

D'Employee Repenals
- Reference of current employees. To Forecest the supply of Internal Candidako 1) Skills and competency Assument - Conduct regular assistant q employees skills competencies and exect organisms. -It helps in understanding the interned todays ports co-pabilities. very good (1) Pesjormana Reviews. - Regularly review employees peopormana regularly to identity high potential individuals who may be resely for shew constrenger and responsibilities. iii) Develop and Maintain Sucessian Plansing. -Identify potential candidates for entical votes within the organization.

demands of employees

de on the goals depends on the goals of organization Invest in training and douglopment that enhance employees skills and prepare them por fature roles. This can help in Expend pool 9 quanties 'internal cardidation.

I Employees Survey and Feedback - Take pecaback prom employeer regarding their course yours Job satisfaction - help mannyer guage the internal talon posts willingmen to take on new row vi) Mentoring and Courting Implement mentalry and coauting programs to grown employees for higher position Experienced employees can new guide and prepare their muchtees for Juture he polarip rodur-VII) Talent Management Software to torak and analyze employee dut including skills payormana and carrey ospirations. By proautively assessing and nurtury Internal talents, manager can better porecest the availability cof 15/20 condidate to fin job openings and key purificms within the organization. This only reduces recruitment costs but also possese a culture of cover development and employee engagement

Man marketing and market segmentation two different marketing strategies that various advantages and disadvantages companice Advantages of Maris Marketing Cost Epykieny: Man marketing allows companies to reach a board audience with a single uniform menage This can be cost-epperages especially when producing one- size- jets all advertising material. Eg Coca - Cola "Shan a Coké Compaign where the pointed popular mamer on the bottles with man mankethy expect theme bottles and advolsement were used acrus regions, saving on product cost-Brand Awarenen. Man marketing can quickly build bend recognishen and ansavenus among a large audience. When a company uses

consistent measury and imagery it reinfests its bord in the mosts of consumer -Es Appres scorre "1984" Super bons commound inholiced that Macintoon company to a marrie andience and is someonly Simplicity Managery a man moncetting compagn is often simpler be cour you don't have to segment your quelience entensively. It's easily to create one marketing strategy and execute it broadly. Is Fast Food Chains like Macdonaldi often un man one message for all one many Hems. They crepte one suof advertisment for products like Bry Man and of shibute them globaly. Advantages of Market Symm largeted Manceting: Mancet segmentation allows ampanies to tailor their masketing monages to specific groups of container This preison can lead to higher eug very good and anvastion rates.

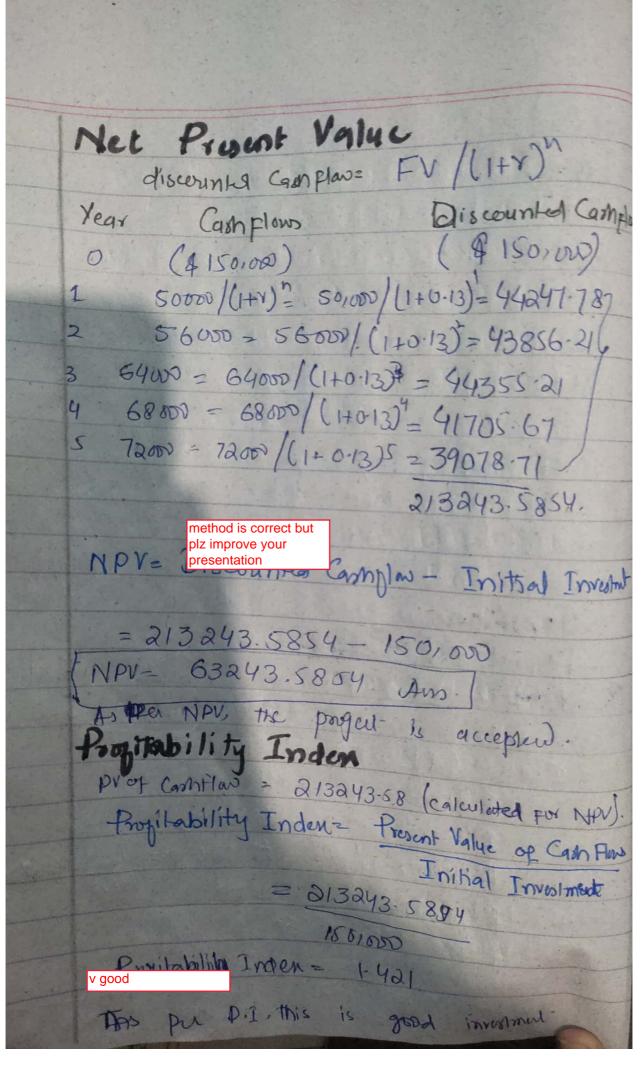
according to the requirement Es Nike Uses market segmentation allows companies to biller their marketing merry to specifically groups of austronous. This preason can text to higher engagement coul conve They have lines of sneeken for athletur- casual wear and even sustamabity. consciens consumus each with failured manuting. Higher ROI. Become segmented marketing is more targeted, it often yields a higher return on investment. Companies can allocate receivers efficiently to the most receptive customer Troups! Eg Amazon persontizes recommendations for its users based on their browsing and puschase biotosy. This targeted approach merenis the likelihood of automost making ordelitional prochases. Cystoma Valstaction very good when companies cate to the specific needs and presences of their segmented audiences, it can lead to increased customin Califation and loyalty.

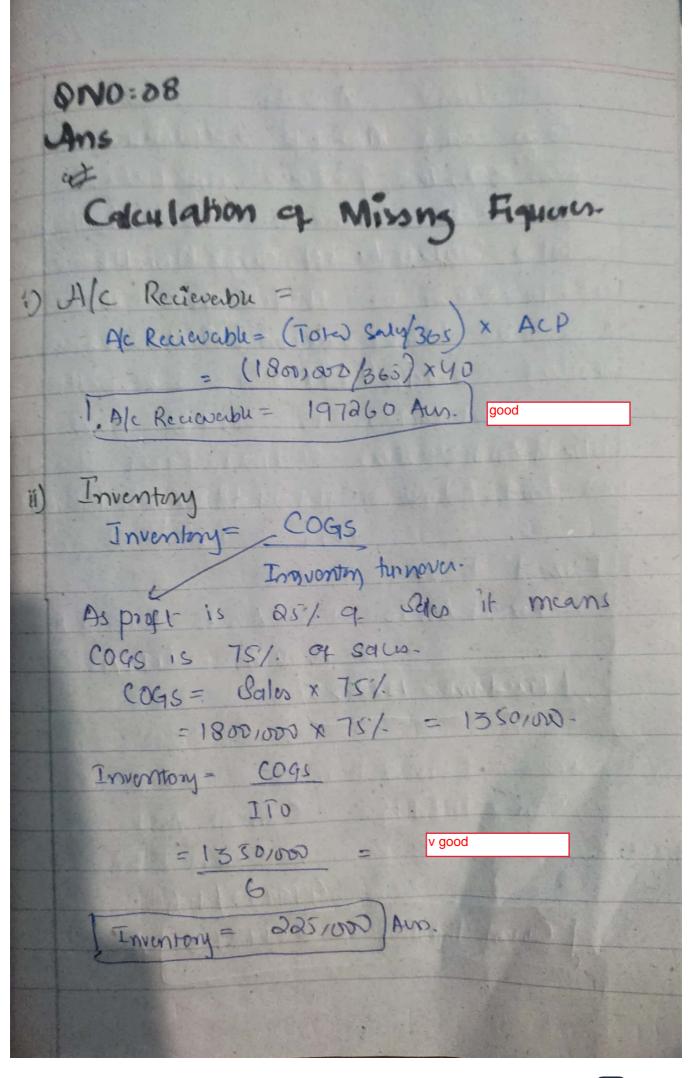
Eg. The lynny personer broand Burbary uses market segmentation to toreget income different income groups. Their high lines ester to applicant austomen, while more mor afforcable was expres to a broader audience. This strategy maintain custom loyalty while exportains its custome ben Competitive Advantage Epocitive mandet degmentation can give a company a competitive edge by addressing nich markets that competitors might overlook. Eg Terla initially targeted early adopter and tech anthusiasts with its eluvicions. This v good uped Testa gain a josthold. and build brand enability in eletric vehicle montat which is now mainstran In both man moreleting and Market segmentation have their advantage and the choice between them depends on a company's goals, resources, and torget audience. Some componier even un a combination q both shategier

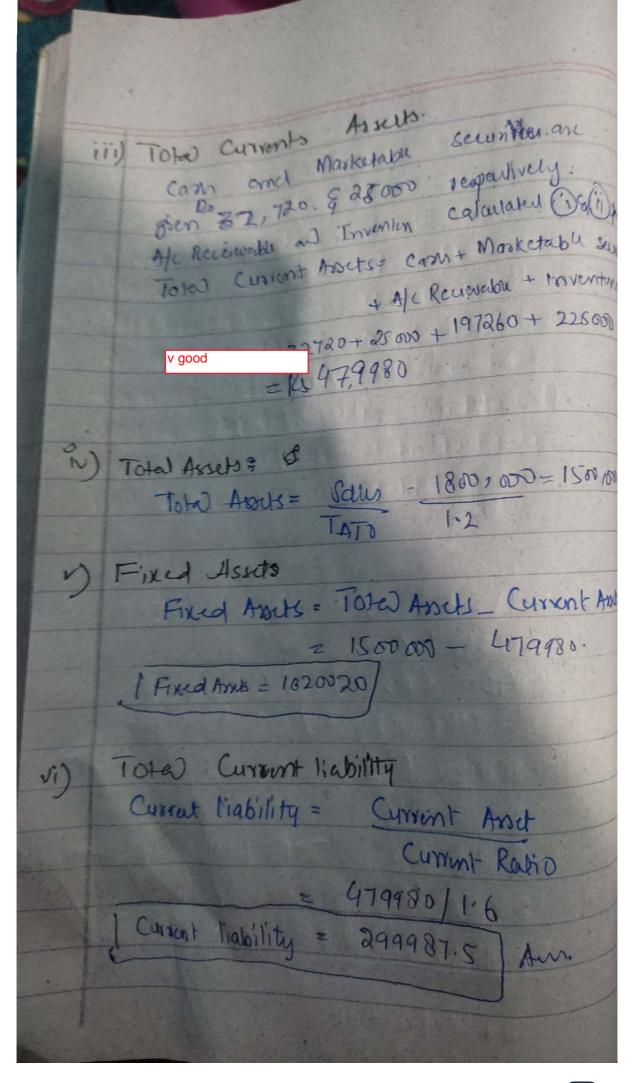
to maximize their region and effectiveren The key is to understand your enshamen and market dynamics to make an imported deusion. 14/20 AND A SHARE OF THE PARTY OF THE PARTY.



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vii) Notes payable. Notespayable = Currint hability - (Akpayable - Acres) = 299987.5 - (140,000) (Notespayable = 154 987.5) VIII) Total Dubt TOIS Debt = Total liability & Equity x Debt /. = 15001000x 60% Toted Debt = 900,000 / Ausvery good attempt ix) longterm Jebt Longterm Debt = Total Debt - Current-liquility =900,000-299987.5 1, longlerm debt = 6000 12.5 Am.

	ARC	Industrian
Balan	ia Shot	31-12-2020
Assets	Rs	liabilities & Stockhadais
carr		A/c tayabu 12000
Marketable securi		Notes Payable 15498
Afc Racionable	197866	Accords 20/00
Inventory	215,000	Total Current Mabilly 2999
Total cinnell soc	1 479180	long term delot 600012
NO FORM ASSU	1020020	Stackholda Equity 600,
Total Aports	1200,000	Total liability & Stale 150 boldusquig.