



innovative recruitment

# Case Study

**Client:** **Menupalace.com**  
*Toronto's #1 Most Visited Website*

**Objective:** Help Menupalace to develop an effective strategy to evaluate their sales team and make recommendations regarding their ability and capacity to sustain long-term growth.

**Method:** ReCareer worked in partnership with Menupalace's ownership and management to build awareness of their story in the employment marketplace, most of whom were not aware of Menupalace's targeted focus and compelling message.

ReCareer's in-house approach was a welcome change for potential staff for Menupalace, who were used to traditional recruitment methods. ReCareer became the face for Menupalace and their dynamic, energetic fresh approach to recruiting yielded strategic hires who made immediate contributions by acquiring new accounts and rapidly expanding Menupalace's presence in the GTA.

**Results:** ReCareer's commitment to guarantee the success of their recommended hires was embraced by Menupalace, who quickly realized the value and savings of the elevated talent pool provided by ReCareer.

Menupalace also secured ReCareer's in-house recruitment services as a method of identifying and securing the top talent within the market and within the company.

ReCareer's recommendation of strategic hires continues to deliver consistent sales results that still exceed Menupalace management's expectations.

Compete For Talent the Way You Compete for Customers

3500 Dufferin St. Suite 401 Toronto ON M3K 1N2  
t. 416 630 7771 f 416 631 8144

[www.ReCareer.com](http://www.ReCareer.com)