

# GMP'S FRANCHISING OPPORTUNITIES: THE FIRST IN LOCAL HR INDUSTRY

In a bid to cover the Asian market, and reach the very pinnacle in HR staffing, the GMP Group has recently announced franchising offers to potential investors who are keen on the human capital solution business.

"While there are global US and European brands in the market, there is no one truly Asian brand in the staffing and HR arena," Annie Yap, the GMP Group's chief executive officer, said. "We aim to occupy that position of being Asia's number one within the next three years."

Recently, Singapore headquartered

GMP Group went through an extensive nine-month re-branding exercise. The aim was to re-align its services and communicate a more cohesive brand identity. Yap said the exercise aimed to communicate to the public that GMP is a trend-setter and a total solutions provider in human capital needs.

According to GMP, staffing and HR solutions have been on an upward trend since last year. "The recruitment and headhunting business is expected to continue to do well as companies are recruiting aggressively," she said. "The global shortage of talent is leading



Annie Yap, the GMP Group's chief executive officer

companies turning to staffing and headhunting agencies like GMP for assistance." **HRM**