



Bright Media Corporation



- Building Name: Sun Life Centre, Bonifacio Global City and Rufino Pacific Towers in Makati City
- Size of space: 200 sqms. with projections to grow to 1,000 sq.m
- Number of staff: 10 with projections to grow to 150
- Transaction completed in approximately 2 months

Requirement

Bright Media Corporation, or simply Bright, is the parent company of online job matching site Bright.com. Bright was looking to establish operations in the Philippines that will support its new product in the United States.

Challenge

The challenge for KMCS was to provide a solution that allowed the client to quickly set up operations in the Philippines while minimizing costs for capital expenditure and providing room for expansion. Another challenge was to recruit and source suitable candidates that will fill the roles required by the company in order to reach their projected 150 employees.

Solution

Through KMC Solutions' fully integrated services delivery model, Bright was able to successfully setup its Philippine operations in a short time.

- Cost-effective office space: KMCS was able to accommodate Bright's need for growth and tenurial flexibility and low startup costs by setting up its operations in their fully equipped serviced offices, which have flexible lease terms and fully equipped workstations.
- Efficient and effective staffing services: Through its wide network of talented Filipino employees, KMCS was able to fulfill Bright's staffing needs and has currently recruited over 40 employees with various backgrounds (web engineers, data entry employees, and recruitment analysts) in a short span of time.
- Seamless and integrated services: With the help of KMCS' sister companies, Kittelson & Carpo and KMC MAG Group, the client was able to meet business requirements in the Philippines and setup its operations with low risks and minimal capital expenditure. Currently, Bright is also working with KMC MAG Group in its search for a more permanent office location.

