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# **BuildKey Marketing Plan**

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**Red Sun Consulting**  
**19.12.2002**

Telematics term paper,  
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## Table of contents

<b>Company Description .....</b>	<b>3</b>
Company values.....	3
Mission Statement.....	3
<b>Management &amp; Organization .....</b>	<b>4</b>
Key Employees & Principals.....	4
Board of Directors.....	4
<b>Product Description .....</b>	<b>5</b>
BuildKey benefits for the user.....	5
Keys to success.....	5
Critical Issues .....	6
BuildKey services .....	6
<b>SWOT analysis.....</b>	<b>8</b>
<b>Development &amp; Status .....</b>	<b>9</b>
Future Plans .....	9
<b>Industry Analysis.....</b>	<b>10</b>
The Construction Industry Today .....	10
Future Trends & Strategic Opportunities .....	10
<b>The Target Market.....</b>	<b>10</b>
Customers .....	10
Market Trends & the Future.....	11
<b>The Competition .....</b>	<b>12</b>
Competitive Strategy.....	12
<b>Target market segment strategy .....</b>	<b>12</b>
<b>Marketing strategy.....</b>	<b>14</b>
Marketing Organization.....	14
Key Points for out Marketing Strategy.....	14
Marketing Research .....	15
Strategy Pyramids .....	15
Marketing Positioning.....	15
Promotion Strategy.....	16
Brand: BuildKey.....	17
Media .....	18
Media Estimated Costs .....	18
Internet.....	18

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Price .....	19
<b>Sales plan .....</b>	<b>19</b>
New development .....	19
Project plan .....	19
Risk analysis .....	20
<b>Operations .....</b>	<b>20</b>
Facilities & Offices .....	20
Systems & Controls .....	20
<b>External dependencies .....</b>	<b>21</b>
Regulatory .....	21
<b>Strategic alliances .....</b>	<b>22</b>
Mobile integration .....	23
<b>Long-Term Development &amp; Exit Plan .....</b>	<b>24</b>
Goals .....	24
Strategies .....	24
Milestones .....	24
Risk Evaluation .....	24
Exit Plan .....	24
<b>Appendices .....</b>	<b>26</b>
Budgets & schedules .....	26
Market research study' .....	28
Sales forecast .....	29
Template Main Web Page .....	30

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# BuildKey Marketing Plan

Your key to successful construction project

The construction industry is traditionally behind the curve in implementing new technology, ideas and processes. For a number of reasons the development and implementation process takes years and sometimes decades for the construction industry as opposed the months for other industries.

## Company Description

Red Sun Consulting is a Brussels based consulting and software development company. We provide innovative Internet and mobile solutions for the management of construction companies and construction projects, as well as the maintenance of existing buildings. At Red Sun Consulting we strive to develop high quality, robust products that meet the demands of our customers.

## Company values

Red Sun Consulting values are:

- Innovation and Integration
- Success together through a combination of teamwork, mutual respect and personal integrity
- Encouraging of new ideas
- Challenging the status quo
- Believe that excellence is the standard

## Mission Statement

To be the leading provider of workflow management software for construction industry that affords our customers rapid integration and exceptional ROI.

## **Management & Organization**

### **Key Employees & Principals**

Markku Suominen, CEO. Mr. Suominen is entrepreneur with 14 years of experience in software industry. In early 90's Mr. Suominen started an IT company in Finland that later specialized in Internet technologies. Few years later he joined London based IT company (1999). That company went public later that year in London. He held several managerial positions in that company, like member of management team and director of wireless development. Markku brings with him a track record of success in the IT industry. His management style is innovative and in keeping with the corporate style outlined in the mission statement.

Paule André, Marketing & Sales Director. Miss Paule André is a Belgian native who has lived abroad for two years and has an adventurous mind. She has been working for an international company located in Brussels for over 3 years. There she has held different positions ranking from Web Developer to System Analyst and finally Business Analyst. She developed effective project management skills and a strong business orientation. She has had some exposure to the construction industry as a customer and has also developed contact with Architects. She has an educational background in Art and Photography and brings a lot of creativity to the BuildKey team.

Annika Koivu, Financial Director. Mrs. Annika Koivu has extensive experience of different financial responsibilities in multinational Credit Company.

Gustavo Lopez, CIO. Gustavo Lopez with a well-founded background in Computer Science Engineering and Telecommunications has 5 years experience in the IT environment in Software Development and Project Management. With an almost finished MBA, he has performed international activities in 2 continents. Starting working in the biggest telecom company of Mexico as installation coordinator, and moving to the United States performing the role of on-site manager for the region North-East of United States in General Electric Exchange Services and Softtek. Expanding his knowledge to Europe, he improved his technical background into the world of Speech Technology and mobility, currently performing for ScanSoft Belgium performing as a Software Engineer.

### **Board of Directors**

An impressive board of directors has been assembled that represents some top professional from business development, IT and construction industry areas. They will be a great asset to the development of the company.

## **Product Description**

BuildKey is a multichannel (web, mobile) workflow management tool for construction project leaders (architects, contractors, and designers). It will bring together all the parties in a construction project.

BuildKey will enhance problem solving, budgeting and scheduling anytime anywhere. In the end it will save time and money in construction projects.

From BuildKey you can find all tools for handling of life-span data of the real estate. BuildKey's innovative approach and role of technological pioneer include also the newest wireless technologies. These services will save time and provide better tracking for different controls in realization phase.

The construction sector can be divided into two main parts:

- Construction and modification of new buildings
- Renovation and maintenance of existing constructions

### **BuildKey benefits for the user**

- Clients can see the status of construction project in real time, schedules and documents are in one place
- Enhanced information flow between client and the contractors, everyone knows their responsibilities
- Automatic project documentation, separate construction diary is not needed
- Offer request component will verify material deliveries, quality and best price
- With BuildKey service it is possible to meet your schedule and budget and have satisfied customer

### **Keys to success**

- Innovation
- Industry know-how
- Experienced management
- No similar product on the market
- Excellence in fulfilling the promise--completely confidential, reliable, trustworthy expertise and information.

BuildKey will bring advantages to its customers by giving them the benefits in their construction needs:

- Budget and schedule that you can really meet
- Cost savings and ultimately satisfied client

### **Critical Issues**

- Time to market
- Resistance of the market
- Top quality
- Stay ahead of competition

The most critical issue is repeat business. We can't build this company on a faulty foundation; we have to have a core group of satisfied clients who come back to us on a regular basis. We can't afford to spend the capital it would take to generate new clients constantly

### **BuildKey services**

Services are divided in four categories:

- CompanyInfo, real time - "Company level" user interface for every project
- DesignInfo - For control of design phase and data management phase
- SiteInfo - For controlling functions and data management, including BuildCam – Real time picture and picture collage of construction project
- FacilityInfo – Tool for real estate data management, from maintenance manual to maintenance calendar and user feedback.

### **Multiproject environment**

All of your projects can be gathered under one user interface with CompanyInfo. CompanyInfo automatically collects statistics and generates reports from your projects.

- All projects have a consistent user interface
- Automatic collection and analysis of project information (statistics, reports)
- Sharing information and documents throughout multiple projects (document templates, instructions, etc.)

## **Design phase**

DesignInfo works as guidance tool in project planning, design, and construction phases.

- Control of drawings and versioning
- Document management
- View function in web browser

## **Construction phase**

An integrated site diary and control documents work together as illustrative documentation of quality assurances. Project information, message board, document management and timetables make sharing the information easy.

- Site diary
- Control documents
- Dynamic schedule
- Compatibility with PDA and Mobile Phone devices (Tablet PC easy deploy in XP)
- Collecting of material for maintenance manual
- Real time pictures

## **Real estate control**

Material for maintenance manual can be collected from SiteInfo during the construction phase. Useful documentation and blueprints can be filed for later use.

FacilityInfo's goal is to work as an Internet based real estate management tool and to be the pioneer in development of real estate management.

- Real estate maintenance manual
- Maintenance calendar
- Collecting material for maintenance manual during construction phase



## SWOT analysis

Strength	Weaknesses
Management skills	Limited view on construction business, there are different needs for different players
Technology skills	Market survey limited
Process skills	Development team does not have prior experience in construction business
True expertise	New company with limited resources
Contacts	
Opportunities	Threats
No equivalent service on the market	The larger, branded competition is recognizing our niche
Real market need	New competitors are developing in new markets
Possibility to achieve standard –like position	Too time consuming development project, "never ending project"
	Construction business old fashioned, people do not want to use new technologies

## Development & Status

The company was founded in October of 2002. The founders are:

Markku Suominen, CEO  
Paule André, Marketing and Sales Director  
Annika Koivu, Financial Director  
Gustavo Lopez, CIO

There are a total of 400 shares of common stock issued. The founders each own 100 shares. In addition they have loaned the company €20,000 of their own money for research and start-up costs.

The research phase is well under way. Market needs and trends have been identified. For the software the design phase is nearly complete.

Phase	Description	Status
Functional Specification	Details what the application will do and, in general terms, how the user will interact with it.	50%
User Interface Specification	Describes what the application looks like to the user and the low-level details of how the user will interact with it.	80%
Design Specification	Details the internal design of the application.	50%
Project Schedule	Details the expected duration of the various tasks that make up the project, the order in which they must be completed and their expected start and end dates.	90%

We expect to finalize the specification process by the end of January 2003. After that we start the development phase which involves implementation of the application as it was specified in the design phase.

## Future Plans

If the business is meeting its projections by month twelve, we will start recruiting more sales people and develop plans for the next version of BuildKey service. Our three-year goal is to have annual turnover of between €4,000,000 and €6,000,000 and profit of between €200,000 and €400,000.

## Industry Analysis

Although the construction industry is very competitive, the changes created by modern living continue to fuel its steady growth. More and more people have less time, resources, and ability to cook for themselves. Trends are very important and BuildKey is well positioned for the current interest in lighter, healthier foods at moderate to low prices.

### The Construction Industry Today

The construction service business is the third largest industry in the country.

### Future Trends & Strategic Opportunities

The predicated growth trend is positive both in short and long-term projections.

## The Target Market

The market for BuildKey's products covers a large area of diverse and populated companies.

### Customers

Potential clients are:

- Architects
- Construction companies
- People responsible of repairing projects (in apartments, stores, houses)
- Property-owners of apartments/houses
- Insurance companies (damage departments)
- Construction control offices of the small counties

## Market Trends & the Future

Currently programs targeted for construction companies are used only by construction professionals. Due to the increased requirements in construction law the markets have greater demand for services like BuildKey

- Market trend in construction business is towards higher quality and more customization, IT-functions are essential to achieve these goals
- The trend in construction is toward a higher quality and more standardization
- Mobility trends also place an important paper in our business. Customers more and more want integration with their mobility devices such as PDA's (Personal Digital Assistants or mobile phones)
- Even after the bubble burst of Internet businesses, the solid and well defines e companies stayed in the market. It is the purpose of BuildKey to define its market and to integrate a solution that is not only available but that can be expanded into other business areas in the construction environment.

## Market growth

The construction sector in Belgium seems to have pulled good results from the economical climate in Belgium in 2000 with an evolution of it's added value estimated at above 6%, so better than the evolution of the GDP which was of 4%.

### Some key numbers:

- 10% of GDP, 25 billion €
- 48,5% of Gross fixed Capital Formation
- Around 65% of the construction is done in Flanders

### In Europe;

- Estimated construction investment (EU 2000) : 852 billion €
- 1.9 million enterprises, of which
  - 97% are SME's with fewer than 20 and
  - 93% with fewer than 10 operatives
- 11 million operatives:
- 7,0% of Europe's work force
- 28,5 % of industrial employment
- 26 million workers in the EU depend, directly or indirectly, on the construction sector

Construction industry in the biggest industrial employer in Europe

## The Competition

### Main competitors in Belgium

We have identified only two companies in Belgium that are active in roughly the same sector as we are. The competitors are:

1. <http://www.comanag.com/>

They focus on construction and project management (building and industrial) consulting companies. It is a start-up company

2. [http://www.e-marketconstruction.com/index\\_fr.htm](http://www.e-marketconstruction.com/index_fr.htm)

Very serious competitor or at least a potential entrant, they have been on the market two years. They do not seem to make the link to the end user it's more for expert oriented into the communication process.

### Competitive Strategy

There are three major ways in which we will create an advantage over our competitors:

- a) Product identity, quality, and novelty
- b) High employee motivation and good sales attitude
- c) Innovative and aggressive service options.

## Target market segment strategy

BuildKey will target the housing estate in Belgium. The reasons to choose this market are multiples.

"In the future, as the company expands and develops it will reach to other European market. (A more detailed market study will be required in order to select the next country)"

### Belgium

We will target the Belgian market, as the construction industry in Belgium is very strong. The Belgian population has as tradition the need for house ownership.

It is often said that "*Les Belges ont une brique dans le ventre*" meaning that Belgians have a brick in their tummy.

### Several similar houses but at different level of development

All houses in a housing estate are very similar even if there are differences, what strikes is the similarities (E.g. same materials, same model of house, type of construction)

In a Housing estate you often have houses that are at a different level of development and it can become cumbersome to follow up on the status of advancement of each house.

**One main contractor that subcontracts (mainly to SME's)**

Housing estates are assigned to one main company that will often subcontract all or part of the construction steps to other often smaller companies. It is a lot of work to keep the different workers aware of what has been done and what has to be done next.

**High number of customers**

The number of customers in one housing estate can be very high, they also all require personalized type of services and require frequent and accurate communication on the status of their properties.

**Profile of house owner in a housing estate**

People that buy a houses in a housing estate are often younger than the ones that go for a traditional house or *clef sur porte*. They are also wealthier than the ones that rent an apartment and thus they fit better the profile of Internet users!

**Architect/project leader:**

In such a project the project leader might not be the architect and thus the one on the field everyday is the project leader, while the architect comes less frequently. Nevertheless he also need to be kept inform on the status of the construction and of any problem worker might encounter

For all these reasons, the housing estate would be the primary market target for BuildKey.

**Market needs**

- Construction business lacks proper tool that could benefit all the parties in a construction project.
- Need for accurate and frequent communication between different parties involved in a construction project
- No tracking of work being kept, such information could be useful when a house change owner, when maintenance or modification needs to be done

"Today we only have minutes of our meeting and we use excel spreadsheet to track the status of the project" quote from a Belgian Architect

## Marketing strategy

### Marketing Organization

Our marketing department is managed by Paule André, a full-time professional, responsible to all of the partners as a group but to no specific partner. We need the marketing department to maintain its professional integrity above and beyond the specific partners, looking out for our marketing goals and implementing the marketing programs as best fits our strategy.

### Key Points for our Marketing Strategy

The company's overall strategy is based on a continuous improvement process of setting objectives, measuring results, and providing feedback to facilitate further growth and progress. The company plans to rapidly develop marketing alliances with industry leaders and pursue new sales of its services to residential and commercial builders.

Red Sun Consulting has adopted a corporate strategy that is dedicated to improving the performance of activities on the critical path of its customers' projects. The company does this by building on its core strengths, innovative equipment, design engineering expertise, and project and site management, within an environment of safety excellence.

The Benefits as 'key points'

From the customers' point of view, this strategy translates into these benefits:

- Project cost reduction. (If risks and time of project is reduced)
- Quality construction practices. (With the right control and monitoring)

To remember from the market as 'key points'

- Construction as **Fragmented Industry**: The construction industry is a very fragmented one, for such it will be important to put importance in the marketing plan for this issue.
- Make a **Common Discipline** for Construction environment: To be able to penetrate the targeted groups, BuildKey must make sure that a discipline is followed by its service. Once that our customers come close into this process, our market share will grow by setting a common practice where excellence is achieved through our service.

## Marketing Research

During the second phase of the business plan development, several focus groups will be held to gain insight into a variety of the real needs that 'architects' or 'project leaders' in the construction industry have. These focus groups will provide helpful insight into our decision-making processes.

The purpose of the focus - groups will be performed in the work field or environment, and we will do comparison of how management is performed through the different leaders. This will give us a better inside into the problems to be attacked.

An additional source of dynamic market research is a feedback mechanism based on an electronic suggestion card system. The electronic suggestion card system has several statements that customers are asked to rate in terms of a given scale. There are also several open-ended questions that allow the customer to freely offer constructive criticism or praise. BuildKey will work hard to implement reasonable suggestions in order to improve its service offerings as well as show its commitment to the customer that their suggestions are valued. The electronic suggestion card system will be on-line and customers will receive promptly notification on it.

## Strategy Pyramids

The single objective is to position BuildKey as the **premier** product in Belgium, which will satisfy the needs of construction projects, increasing their market share every year. The marketing strategy will seek to first create customer awareness regarding the services offered, develop the customer base, and work toward building customer loyalty.

The message that BuildKey seeks to communicate is that BuildKey can fulfill any construction residential project request. This message will be communicated through a variety of different methods. The first will be advertisements, both in entrepreneur magazines as well as construction industry journals. Another method of communication will be setting up a booth at larger industry trade shows.

Lastly, BuildKey will have a comprehensive website, which will detail BuildKey's expertise, past projects, and other useful information.

## Marketing Positioning

BuildKey will position themselves as a flexible, comprehensive, efficient and key service in construction projects. Build will leverage their competitive advantages to achieve their desired position.

BuildKey's competitive edges are **Excellence**, **Technology** and **Mobility**:

**Excellence.** Paule and Annika have been involved in construction projects. The full management team has proved management experience and knows that project management is the key for construction businesses. This diverse experience has given the BuildKey team the necessary skills and experience to create an ideal solution for its customers. It is our aim to deliver projects:

- On time
- On Budget



- With the best monitoring
- With the best service

**Technology.** Gustavo, Markku and Paule have the perfect experience and capabilities for setting up the right infrastructure that will help the customers to control, monitor and interact with their construction projects. No one in the Belgian market offers the congregation of project management of construction needs in one single place. With the help of web technology, e - project management techniques, and technological live monitoring systems BuildKey will be exceptional for any customer.

**Mobility.** The BuildKey team is aware that technology can be an obstacle when talking about construction players (technicians, architects, house owners, etc.). For such reason BuildKey has decided to put emphasis in the use of mobile technology. Mainly mobile phone technologies and PDA assistants with connections to our main server will solve the issue of having everyone involved. At the same time our product will promote the next mobility devices:

- Key - PDA
- Key - Table PC
- Key – Phone
- Key – Support
- Key - Standard PC

## Promotion Strategy

BuildKey will target their different market segments with a three-pronged approach:

**Outdoor construction industry trade shows:** typically occur one or two times a year in different locations. These trade shows are quite extensive; they have retailers, manufacturers, designers, wholesalers as well as the media. The who's who can always be found at these trade shows. Attendance/display booths are by far the best way to network and gain business in this industry.

Batibouw is the biggest construction fair in Belgium. It is held every year in the spring. The fair is accessible to the general public but there is one area that is more focused towards construction professionals.

**Advertisements in construction industry journals:** another targeted method of reaching the desired audience. In this case, only industry personnel have access to subscriptions so the audience is very targeted.

"Clef sur porte" company (Sotraba, T-Palm, Durabrik) - The architect's office

"Je vais construire" company (Bertelsmann Springer) – Magazine for builders

**Website:** as the main working tool, the website itself will be used to advertise the company. Previous designs as well as service offerings will be listed on the page. The Web page allows anybody within the geographically area to be able to see past projects, designs and learn more about BuildKey. (The Appendix of this document includes Preliminary Screen Shots the our Web Portal)

**Advertisements in entrepreneur magazines:** will be used to reach the market segments of entrepreneurs who are not necessarily in the outdoor industry but have an idea and would like it prototyped or have money to buy a design created by Simplistic Labyrinth and will then take care of the manufacturing and marketing somehow.

## **Brand: BuildKey**

BuildKey will be the official name of the company created by Red Sun Consulting. The lengthy construction process produces the opportunity to profit from declining mortgage rates and rising prices.

### **Communication Messages**

BuildKey resides on the following messages for its branding:

- Key (we are the right key for customers)
- Strong Follow up
- Ideal Home
- Formal
- E-company
- Control
- Mobile

Once this basic points for our Brand Strategy we have developed the next

From these messages, we have built the next two Trademarks:

BuildKey TradeMark Proposal 1



## BuildKey TradeMark Proposal 2



The next set of slogans will be evaluated through proper marketing research on the construction field:

- "The key to the excellent construction project in control"
- "The key opening all doors into construction projects"
- "The key to the common place for construction projects"
- "The key for building excellence"
- "The key for controlling construction projects"
- "The key for building excellence in construction projects"
- "The main key for your building project"

### Media

As we have already mentioned BuildKey will use a mix of marketing vehicles to create convey on our presence, our image, and our message.

Trade Shows (establish booths)

Publications - Construction Magazines

Print media -- local newspapers, magazines and professional publications

Direct mail -- subscriber lists, offices for delivery

### Media Estimated Costs

A public relations firm has been retained to create special events and solicit print and broadcast coverage, especially at the start-up.

The marketing effort will be split into three (3) phases;

- 1) Opening -- An advanced notice (press packet) sent out by the PR firm to all media and printed announcement ads in key places. Budget - \$10,000

Ongoing -- A flexible campaign (using the above media), assessed regularly

For effectiveness establish budget of - \$10,000

Point of sale -- A well-trained staff can increase the average check as well as enhancing the customer's overall experience. Word-of-mouth referral is very important in building a customer base.

### Internet

- Electronic marketing in formalized way (NO BULK MAIL)
- Domain targeting (the right users)

- Our site will be having advertising space for other construction industry related companies (this to be put in special location). Should not pop-up any new windows or fancy ads. Should be approved by our Marketing Director.

## Price

### Pricing options

We need to make sure that our services are adequately priced. Our preliminary estimates for pricing are following:

- Set up costs 150 - 200 Euro (one time fee)
- Normal costs 150 Euro/month, including 3 users
- Normal costs 400 Euro/month, including 10 users
- After that extra users 50 Euro/month/user

(Advertising will be considered as entry point of sales, depending on agreement of company and product involved)

## Sales plan

### New development

One of the first evolutions will be to expand our customer base by offering our service in other market segmentation, starting with the residential houses and apartment and finally aiming at non-residential construction

The next step might be to focus at infrastructure type of work such as road and bridges. Of course the price of the product/services will be revised for those new market segments.

### Project plan

Phase	Time
Product Beta Testing Complete	March 2003
Web Site Up	March 2003
Product Availability	March 2003
Initial Sales Activities	April 2003
Marketing/Promotion Campaigns	May 2003
National Construction Industry Conference	May 2003

## **Risk analysis**

Risk must be put specially into the next areas:

- Mobile devices to be actually used (adaptation of new system)
- Construction Industry not being promoted
- Risk of not finishing the product on time
- Risk to be prices too high – too low (no real comparison can be done)
- Potential entrants can set up framework
- Company coming from the US to Europe

## **Operations**

### **Facilities & Offices**

Our office at Rue Du Marteau 51 has 140 square meter space. It was formerly an office and needs only minor structural modifications. The network cabling is already in place. New equipment will be purchased and installed by RSC stuff.

### **Systems & Controls**

A big emphasis is being placed on extensive research into the quality and integrity of our products. They will constantly be tested for our own high standards.

## External dependencies

### Construction market

#### **“Union European des promoteur-Constructeur”**

The union supports and defends the interests of developers and house builders in Europe. They study the European market as well as the factors influencing it and, for this purpose, collaborate with the European institutions and gives them advice. They also gather and exchanges experiences between the different members in the scientific, social, technical, financial and legal field. And they want to establish a commercial collaboration between the individual members in the different countries by organizing several events.

More info can be found on <http://www.uepc.org/english/index.htm>

#### **“La Confédération Construction” in Belgium**

With 14.000 active members (independent, SME, big construction company), the confederation construction is the most representative employer's organization and the most powerful of the sector. The confederation defends the interest of the members and offer a large panel of concrete services.

More info can be found on <http://www.confederationconstruction.be/>

### Regulatory

#### **Legislation**

Different EU countries still require different amount of documents and supervision in construction projects but the trend is towards more unified EU wide legislation There is several organization that are involved in the construction sector

#### **The committee for standardization in Europe the Construction Sector Network at the European Committee of Normalization (CEN)**

It co-ordinates standardization in the construction sector to ensure that European standards are applicable to product manufacturers, contractors, designers, regulators and other interested parties. The CEN technical committees working in this sector are producing standards to meet the requirements of the Construction Products Directive (CPD).

The Construction Sector Network co-ordinates:

- Interaction between directives and standardization
- Implementation of the Construction Products Directive (CPD)
- Horizontal activities (fire safety, Eurocodes, pre-normative research, durability of products and works and the environment)
- Interaction between technical committees with related work
- Relations with other sectors

More info can be found on <http://www.cenorm.be/sectors/construction.htm>

### European Construction Industry Federation

More info can be found on <http://www.fiec.org/main.html>

## Strategic alliances

After a long search in the European market there are NO equivalent products on the market. Even though in the United States you can find several services that offer interrelated services into the construction environment. These services, and possible partners, can be listed as follows:

- Design through computer assisted Design Software (CAD)
- Design online systems to monitor buildings and construction strategies (no project management)
- E-sites putting together construction professionals
- E-sites selling house plans online
- E-sites putting contractors on one single place for construction business (B2B)
- E-sites for purchasing construction material (B2C)
- Marketing solutions for the construction business
- Alliance with the government
- Alliance with possible construction companies

Once that we have defined the kind of providers lets mention some of the known participants in this sector. Later on will we see how some of them can be considered as parties for our strategic alliances to BuildKey:

Company Name	Location	Description	Category
JLC Online	USA	<i>Where Contractors go to work on the web.</i> Basically a web site where the B2C can be done. Customers may buy on line construction materials and products. The web site offers forums.	E-sites for purchasing construction material (B2C).
Builder Online	USA	Offering: News and trends, Special Reports, Building products, House plans, Resources and the putting in one place the market place.	E-sites putting contractors on one single place for construction business (B2B). E-sites selling house plans online.
e-Build	USA	<i>The professional's guide to Building Products.</i> Putting in one single place, showrooms, and products for the construction professionals.	E-sites putting contractors on one single place for construction business (B2B).
CFA	USA - NY area	Single point for CAD applications and software components. Offering training and high tech innovative products for designing and architecture.	Design through computer assisted Design Software (CAD)
CFA - Spatial solutions	USA - NY area	CFA develops custom web-enabled solutions for customers under the banner TranscendiT Spatial Solutions (TSS). These	Design through computer assisted Design Software (CAD).

		software solutions are based on a custom Information Management Platform (IMP) that we provide on a unique basis for each customer. The IMP database, typically Oracle database technology, is populated with proprietary information provided by the customer, general data from the public domain, and by GIS/FM data.	Design online systems to monitor buildings and construction strategies (no project management)
Hanley-Wood, LLC	USA	Hanley-Wood Integrated Marketing specializes in creating high-leverage relationships with corporate marketers and communicators. Each time a communications or brand-building opportunity comes along, they turn to a proven ally for strategic insight, creative innovation and results.	Marketing solutions for the construction business

## Mobile integration

The market may perceive the Internet as a tool where the players are not used to the use of the web since they stay focusing into the construction market. BuildKey wants to tackle this problem by offering the best solution of making people mobile.

Construction people are mobile and Belgium already offers great tools that can be used as interface for mobile applications such as applications running on top of a PDA or even on top of their own mobile phones. This kind of applications may be expensive but they already exist and building them in-house may be more expensive than outsourcing them. A great player into mobile project management has been found and the use of their services will help us go into this direction.

### Not Wired

<http://www.notwired.com>

NotWired provides a complete, integrated email, contact management and scheduling system to manage small and medium sized businesses. NotWired will unify all communications with any of your contacts!

NotWired summarizes their advantages as follows:



<b>Manage effectively!</b> <ul style="list-style-type: none"> <li>■ Group calendars and scheduling</li> <li>■ Meeting planning and management</li> <li>■ Assign and track tasks</li> <li>■ Powerful contact management</li> <li>■ Access it anywhere</li> </ul>	<b>Increase productivity with groupware</b> <ul style="list-style-type: none"> <li>■ Powerful, shared contact management</li> <li>■ Take Meeting minutes and assign tasks</li> <li>■ Schedule events without email tag</li> <li>■ Collaborate with groupware with anyone!</li> <li>■ Complete search and sorting</li> </ul>
<b>Improve communication!</b> <ul style="list-style-type: none"> <li>■ Business class email</li> <li>■ Improve business workflow</li> <li>■ Status reporting</li> <li>■ Alerts and instant messaging</li> </ul>	<b>Save time and money!</b> <ul style="list-style-type: none"> <li>■ No software to install</li> <li>■ No IT staff</li> <li>■ Secure with backups daily</li> <li>■ Renting software saves money!</li> </ul>

## Long-Term Development & Exit Plan

### Goals

BuildKey is an innovative concept that targets a new, growing market. We assume that the market will respond, and grow in the next 3 years. Our goals are to create a reputation of quality and consistency and that will make us the leader of a new style building houses.

### Strategies

Our marketing efforts will be concentrated on. As the market changes, new products may be added to maintain sales.

### Milestones

After the development is nearly finished, we will keep a close eye on sales and profit. If we are on target at the end of year 1, we will look to expand our services.

### Risk Evaluation

With any new venture, there is risk involved. The success of our project hinges on the strength and acceptance of a fairly new market. After year 1, we expect some copycat competition.

### Exit Plan

Ideally, BuildKey will expand and reach the turnover of €6,000,000 in three years. At that time, we will entertain the possibility of a buy-out by a larger IT company or actively seek to sell to a new

owner.

## Appendices

### Budgets & schedules

<b>BuildKey</b>		Nbr Of Months	12
<b>12 month budget</b>		Avg salary	4000
			<b>Total</b>
<b>TURNOVER</b>		<b>200 000</b>	<b>200 000</b>
PERSONNEL EXPENSES	(nbr of people)		
Salaries and compensation			
Salaries, administration	1	48 000	
Salaries, production	2	96 000	
Salaries, marketing & sales	1	48 000	
Salaries to external employees (development)		100 000	
Salaries and compensations			292 000
Other personnel expenses			
Pension expenses included		0	
Other indirect personnel expenses		4 000	
Other personnel expenses, Total			4 000
<b>PERSONNEL EXPENSES</b>	(monthly fee)		<b>296 000</b>
OTHER OPERATING EXPENSES			
Premise costs			
Rents of the premises	2000	24 000	
Other premise costs		2 000	
<b>Other operating expenses</b>			<b>26 000</b>
Advertising and entertainment costs			
Entertainment cost	2000	24 000	
Adverts	7000	84 000	

Brochures and announcements	2000	24 000	
Other marketing costs	1500	18 000	
<b>Advertising and entertainment costs</b>			<b>150 000</b>
Other operating costs			
Conference and meeting costs	500	6 000	
Telephone	200	2 400	
Data communication	200	2 400	
Office equipment		35 000	
Computers and other hardware (small value)	500	6 000	
Professional literature and magazines	100	1 200	
Recruitment	200	2 400	
External services	500	6 000	
Bookkeeping and auditing		4 000	
Other operating costs		10 000	
Other operating costs, Total			75 400
<b>OTHER OPERATING EXPENSES</b>			<b>251 400</b>
<b>TOTAL EXPENSES</b>			<b>547 400</b>
<b>OPERATING INCOME/LOSS</b>			<b>-347 400</b>

## Market research study

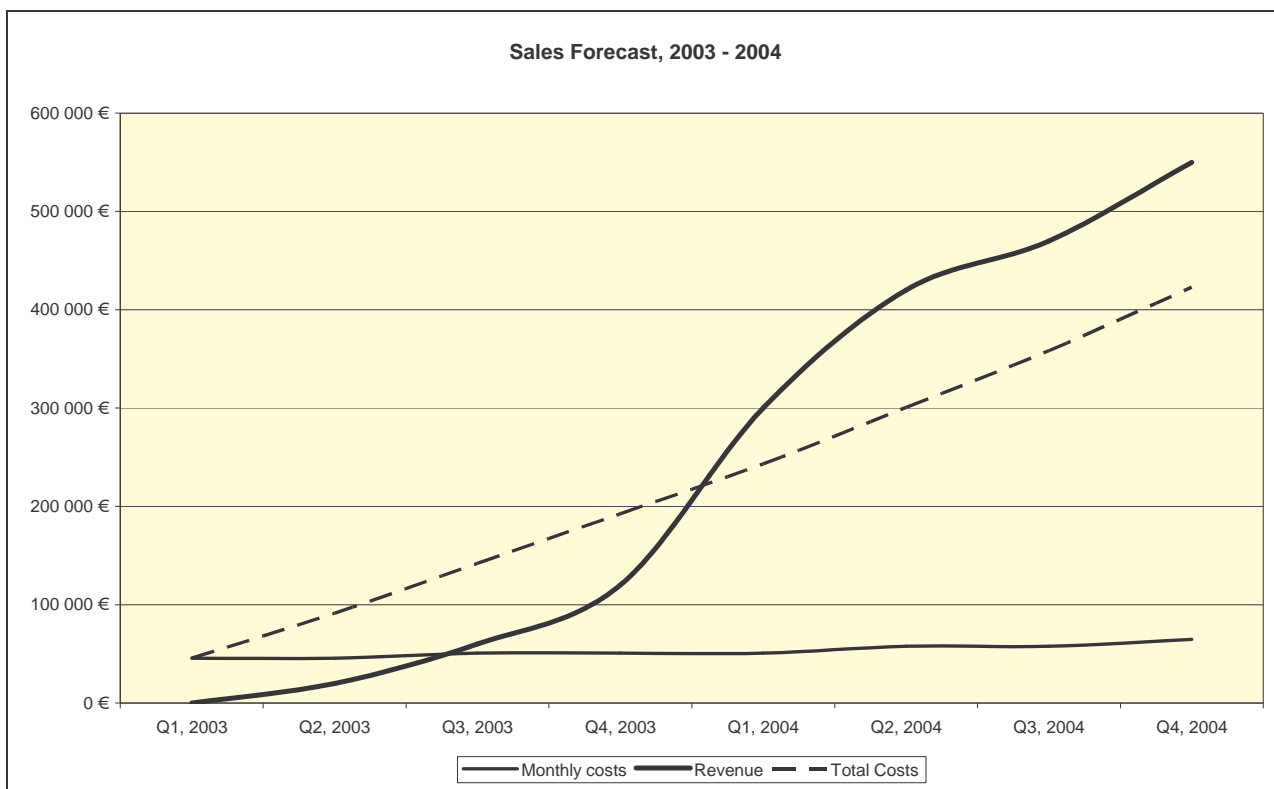
### Activity of the construction industry in Belgium 1998 - 2001

Extract from the INS statistics

	1998	1999	2000	2001
BUDGET (Millions Bf)				
<b>Residential and non-residential</b>	<b>10.855</b>	<b>12.418</b>	<b>13.719</b>	<b>13.492</b>
<b>NEW CONSTRUCTION (Permis de Batir)</b>				
Residential construction	24.981	29.383	26.519	24.865
Uni familiale	23.075	27.176	24.371	22.612
Type Apartment	1.906	2.207	2.148	2.253
Non-residential construction	6.917	7.233	6.385	5.546
<b>NUMBER OF TRANSFORMATION (Permis de Batir)</b>				
Residential construction	23.458	25.926	25.653	24.549
Non-residential construction	5.552	6.320	6.134	5.720
<b>NEW CONSTRUCTION (Started)</b>				
"Permis de batir" for Residential construction	27.426	27.865	25.728	23.146
↳ Uni familiale	25.396	25.839	23.726	21.124
↳ Type Appartement	2.030	2.026	2.002	2.022
"Permis de batir" for Non-residential construction	<b>6.564</b>	6.703	6.016	5.155
<b>NUMBER OF TRANSFORMATION (Started)</b>				
"Permis de batir" for Residential construction	22.603	24.163	23.835	22.695
"Permis de batir" for Non-residential construction	5.204	5.687	5640	5.299

In 1998 the average budget for a residential house (3 facades) was €151.215 (€104.115 for the construction and €47.100 for the ground)

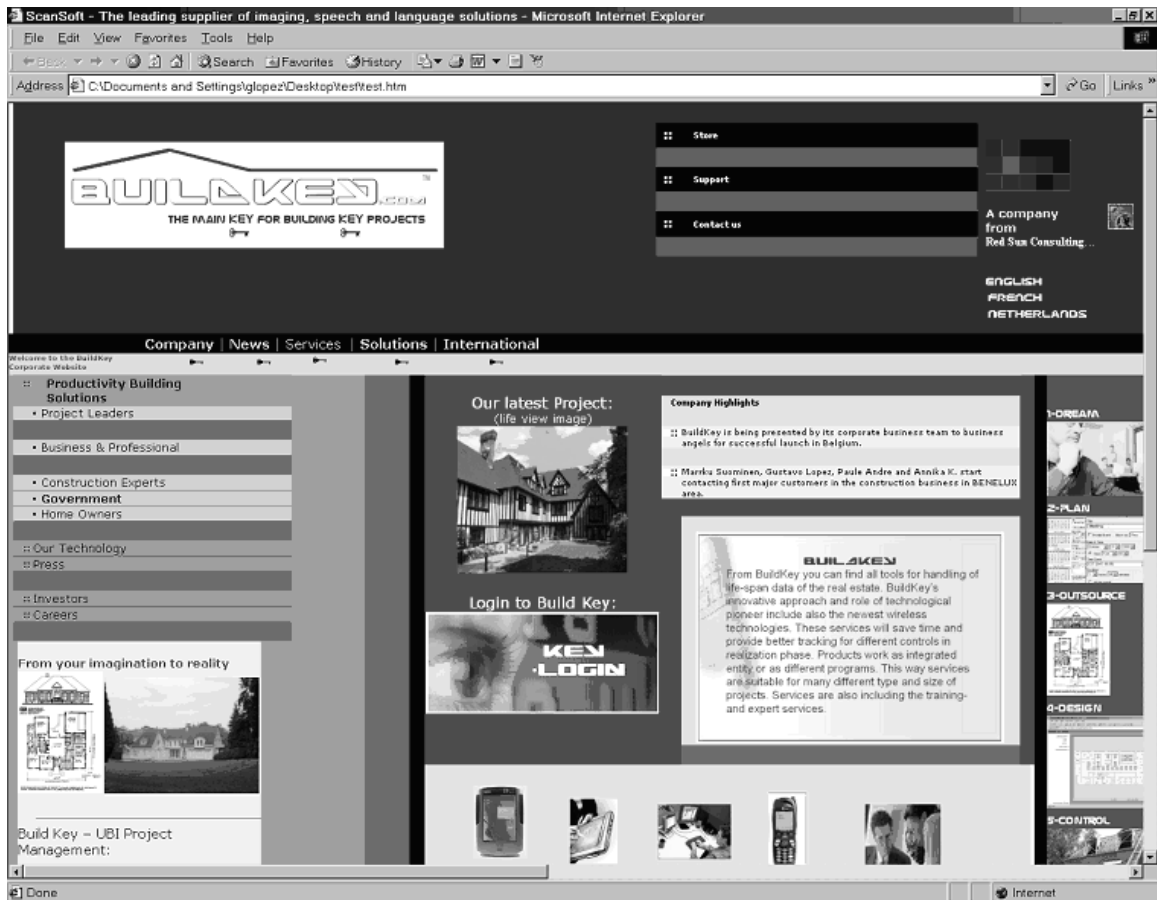
## Sales forecast



Sales Forecast, 2003 - 2004			
Quarter	Monthly costs	Revenue	Total Costs
Q1, 2003	45 617 €	0 €	45 617 €
Q2, 2003	45 617 €	20 000 €	91 233 €
Q3, 2003	50 617 €	60 000 €	141 850 €
Q4, 2003	50 617 €	120 000 €	192 467 €
Q1, 2004	50 617 €	300 000 €	243 083 €
Q2, 2004	57 617 €	420 000 €	300 700 €
Q3, 2004	57 617 €	470 000 €	358 317 €
Q4, 2004	64 617 €	550 000 €	422 933 €
Q1, 2005	64 617 €	600 000 €	487 550 €
Q2, 2005	64 617 €	700 000 €	552 167 €
Q3, 2005	64 617 €	800 000 €	616 783 €
Q4, 2005	64 617 €	810 000 €	681 400 €

## Template Main Web Page

### Part 1



## Part 2


ScanSoft - The leading supplier of imaging, speech and language solutions - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History


Address C:\Documents and Settings\glopez\Desktop\test\test.htm

From your imagination to reality



Build Key - UBI Project Management:

Markku  
Annika  
Gustavo  
Paule



technologies. These services will save time and provide better tracking for different controls in realization phase. Products work as integrated entity or as different programs. This way services are suitable for many different type and size of projects. Services are also including the training and expert services.

**Key PDA**

- Key Monitor
- Key Control
- Key Status
- Key Contacts
- Key Appointments

**Key TablePC**

- Key Design
- Key Engineer
- Key Monitor
- Key Control
- Key Status
- Key Contacts
- Key Appointments

**Key PC**

- Key Design
- Key Engineer
- Key Monitor
- Key Control
- Key Status
- Key Contacts
- Key Appointments

**Key Phone**



- Key Status
- Key Contacts
- Key Appointments

**Key Support**

- Key Design
- Key Engineer
- Key Monitor
- Key Control
- Key Status
- Key Contacts
- Key Appointments

The Advertising space...

Project information

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Build Key services