



# Construction Ltd.

Strategic Business Plan



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## 1.0

## EXECUTIVE SUMMARY

This business plan has been prepared to present Construction Limited to potential funding organizations in order to secure the funds required to grow and expand the company in the Canadian market.

Construction Limited is a construction company that specializes in residential construction. The Company is a corporation owned by Mr. Construction and Mrs. Construction equally. Mr. Construction has been in the industry for over 20 years and has extensive experience and contacts in the field.



Construction Limited is set to expand operations and is in great shape to do so having no debt and all equipment and tools fully paid for. They will be servicing the region of This Place, Canada and surrounding area and will offer high quality construction services. The Company plans to branch into new home development. Mr. Construction recently built his own house and will bring the same pride and commitment to all homes that he builds.

The Company will utilize a comprehensive creative, advertising and a promotional strategy that takes full advantage of traditional marketing methods, online advertising and public relations opportunities to generate awareness and interest.

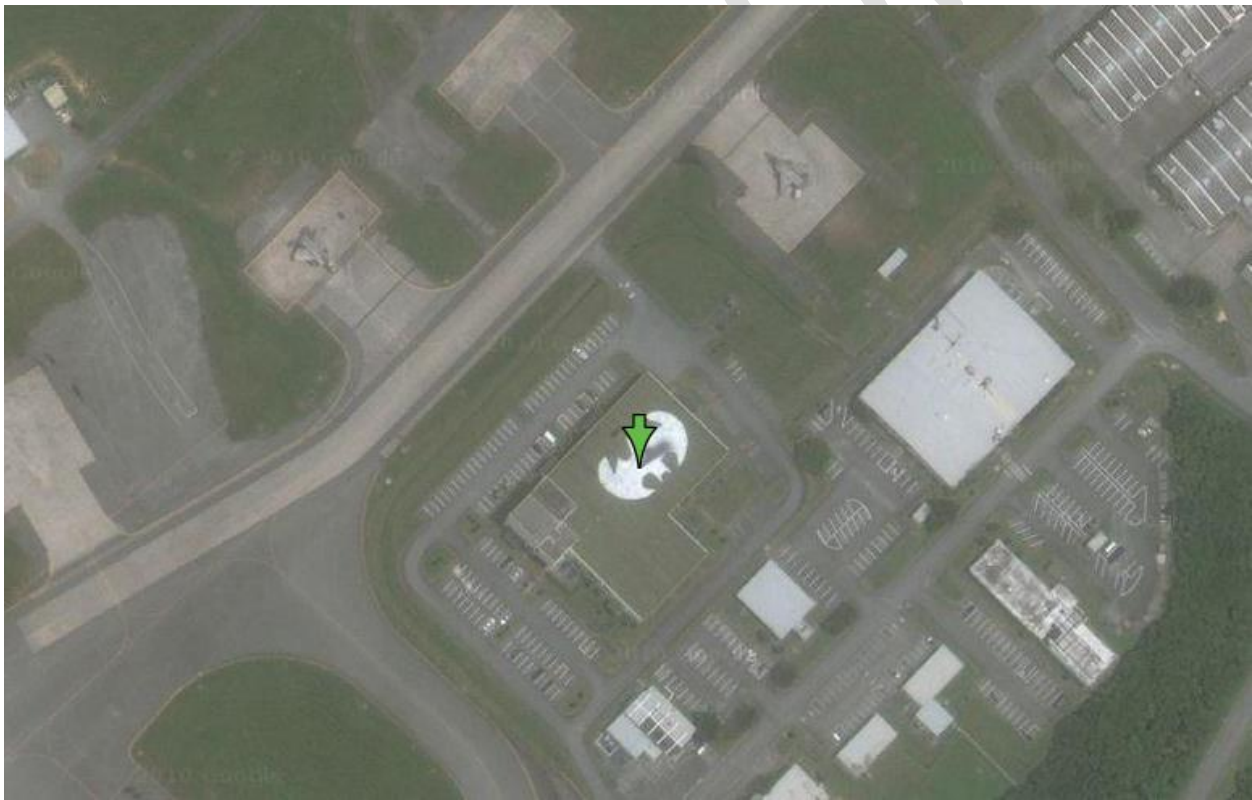
Construction Limited requires the funding in order to expand operations. The following plan describes the Company, the market, and the Company's plans to successfully support its operations with receipt of the requested capital.

## 1.1 OWNERSHIP

Construction Limited is a corporation with Ciraldo Peters and Christine Peters as the sole shareholders.

## 1.2 LOCATION

Construction Limited  
123 This Street  
This Place, This Province  
A1B 2C3



## 2.0

## OVERVIEW

Construction Limited is a general contractor. The Company is responsible for providing all of the material, labor, equipment (engineering vehicles and tools) and services necessary for the construction of the project. The general contractor hires specialized subcontractors to perform all or portions of the construction work. The owner, architect, and general contractor work closely together to meet deadlines and budget and the general contractor works with subcontractors to ensure quality standards.

Responsibilities range from applying for building permits, securing the property, providing temporary utilities on site, managing personnel on site, providing site surveying and engineering, disposing of or recycling construction waste, monitoring schedules and cash flows, and maintaining accurate records.

## 2.1

## SERVICES

Construction Limited specializes in residential construction from laying foundations to framing to siding, soffit, fascia, interior drywall, laying floor and more.

## 2.2

## MISSION STATEMENT

Construction is what  
we do best!

## 3.0

## STRATEGIC PLAN

Construction Limited is strategically positioned to achieve the following goals:

## 2.1.1 SHORT – TERM GOALS (0 – 6 MONTHS)

- Construct a house for sale
- Create a website
- Realize gross revenues of \$350,000 gross and net revenues of \$50,000
- Offer a 1 year warranty
- Increase the amount of time the owner spends on sales and marketing
- Attend conferences, trade shows, etc.

## 2.1.2 MID - TERM GOALS (6 – 12 MONTHS)

- Build another house for sale
- Realize gross revenues of \$400,000 and net revenues of \$80,000
- Hire employee(s)



## 2.1.3. LONG - TERM GOALS (1 - 5 YEARS)

- Realize gross revenues of \$3 – \$4 million
- Procure a commercial space to be the corporate headquarters and house the equipment
- Have a staff of at least 5 employees and increase to 10 or more employees
- Have ownership working in the office full time
- Grow the company at a consistent and steady pace
- Support nonprofit organizations and charitable causes



### 3.1

### IMPLEMENTATION STRATEGIES

Construction Limited will implement its overall goals and objectives with ease regardless of other factors by:

- Have ownership perform the majority of the labour
- Hire a professional marketing person/firm to help with marketing
- Hire reliable employees
- Thoroughly train one employee before hiring another one
- Always ensure that all work done is top quality and build a reputation on the high quality of service rendered
- Be very hands on in the day to day operations of the business
- Hire someone to do bookkeeping
- Conduct marketing/advertising campaigns
- Be competitive on price while simultaneously offering superior quality
- Offer incentives to employees to keep them motivated and happy





## 4.0

## MARKET PLAN

## 4.1

## MARKET POSITIONING

*Overall, Construction Limited's position is that of a superior-quality, unique, reliable construction firm that stands behind its work.*

Construction Limited will be known in the market for:

- High quality
- Commitment to customer satisfaction
- Honesty and trustworthiness
- Being reasonably priced and competitive
- Things done right the first time
- Reliability
- Finishing projects on time and under budget every time
- Doing the best to make sure the customer is always happy
- Safety consciousness



## 4.2

## MARKET SEGMENTS

Construction Limited is aware that a well-defined target market is the first element of a marketing strategy. By focusing attention on these smaller segments they learn a great deal about these customers and with this information can craft highly effective strategies to reach them.

The target markets of Construction Limited are mainly residential customers and are segmented below:

- Homeowners
  - Renovations, household maintenance, etc.
- Home buyers
  - First time buyers, investors, etc.
- Realtors
- Young and working (looking for affordable quality housing)
- Homeowners looking to upgrade their home
- Renters



## 4.3

## MARKETING STRATEGIES

Construction Limited will create interest in their products and services in their target markets. They will be letting people know about the services they offer, and persuading them to buy and use them. They have created a plan to accomplish this and to let people know about their products or services repeatedly. These are the tactics they will utilize to reach their audiences.

**Building relationships** –Construction Limited will create an environment of familiarity and relatedness with their customer base. This will be accomplished by taking actions such as: wining and dining, in person meetings, regular correspondence (holiday cards, birthday greeting, etc.), offerings of token of appreciation such as tickets, gift baskets, etc. and going the extra mile!

**Referrals** –The Company will create a referral plan and promote it to relevant groups such as designers, real estate agents and contractors and anyone else that is in a position to refer customers (i.e. insurance industry, bankers, etc.).

**Website** – Creation of a website and carry out search engine optimization (SEO) to increase the ranking of the website. Use the website to showcase the company's work and promote the business. Set up website so that customers can see the type and quality of work performed.

**Brochure** - Will create a professional brochure that will showcase the work that they do. This brochure will be of high quality and very informative.

**Case for support** - Create a presentation that can be tailored to the unique characteristics of each client and can be delivered in a number of formats – verbally, visually, etc. Conduct individual research of each client and then tailor any pitch to speak to their needs. The presentation will address Construction quality of work and commitment to customer satisfaction.

**Social Media** - Utilize Facebook, twitter and YouTube to promote and showcase the Company's work.

**Newspapers/magazines** - Advertise in local newspapers and relevant magazines of interest to target markets.

**Signage** - Signage will be on many different company properties such as job sites, equipment, vehicles, etc. They will be deployed in strategic locations. The objective is that they are ubiquitous enough to make an impression and that they help create an image of the company and they help associate the work being done with the company.

**Word of mouth** - Continue to do excellent work and try to raise the bar of performance every time to always do better than the last job. Keep in touch with customers and build relationships with them so they are more inclined to recommend the Company to colleagues. Keep up to date on the latest techniques and information on the industry and attend courses.



**Testimonials** - Solicit testimonials from customers and apply for awards so that The Company has these available to use in advertising and to convey to potential customers.

**Attend Trade Shows** - Have a presence at events, conference, expos, big home renovation stores, etc. at least 2 times a year or more. Have ownership present at these functions.



For more information, please contact us at

**1-855-892-2506**

[businessplandevlopment.org](http://businessplandevlopment.org)

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