informatech

CONSTRUCTION MANAGEMENT | CM-004

Business Strategy Construction

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Course content

Why Attend

The construction industry operates in a highly competitive, risk-driven, and project-based environment where strategic thinking is essential for long-term success. This course equips professionals with the tools and frameworks needed to develop, implement, and evaluate effective business strategies within construction organizations. Participants will gain insights into market positioning, financial planning, risk management, and operational efficiency, enabling them to improve profitability, win more projects, and sustain competitive advantage in a rapidly evolving industry.

Course Methodology

This course combines interactive lectures, real-life case studies from construction projects, and practical strategy development exercises. Participants will engage in group discussions, scenario analysis, and strategic planning workshops. Tools such as SWOT analysis, competitive positioning, and financial evaluation models will be applied to real-world construction business challenges.

Course Objectives

By the end of this course, participants will be able to:

- Understand key strategic management concepts in construction
- Analyze market trends and competitive environments
- Develop effective business strategies for construction firms
- Apply strategic tools such as SWOT, PESTLE, and Porter's Five Forces
- Align operational activities with strategic goals
- Improve project selection and bidding strategies
- Manage risks and uncertainties in construction projects
- Evaluate financial performance and strategic outcomes

Target Audience

Course content

Target Audience

- Construction Company Owners and Executives
- Project Managers and Senior Engineers
- Business Development and Strategy Managers
- Contract Managers and Commercial Managers
- Consultants and Professionals in the construction sector

Target Competencies

- Strategic thinking and planning
- Market and competitive analysis
- Financial and commercial awareness
- Risk management and decision-making
- Business development and growth strategies
- Leadership and organizational alignment
- Performance measurement and evaluation

Course outline

Day 1: Introduction to Business Strategy in Construction

- Overview of the construction industry landscape
- Importance of strategy in project-based organizations
- Strategic management concepts and frameworks
- Vision, mission, and organizational goals
- External environment analysis (market trends, regulations)

Day 2: Competitive Strategy and Market Positioning

Course content

Course outline

- Industry analysis and competition in construction
- Porter's Five Forces model
- SWOT and PESTLE analysis
- Market segmentation and targeting
- Building competitive advantage

Day 3: Financial Strategy and Project Selection

- Financial fundamentals for construction businesses
- Cost structures and profit margins
- Project feasibility and investment appraisal
- Bidding and tendering strategies
- Resource allocation and portfolio management

Day 4: Risk Management and Operational Strategy

- Identifying and managing construction risks
- Contractual and commercial risks
- Supply chain and procurement strategies
- Operational efficiency and productivity improvement
- Technology and innovation in construction

Day 5: Strategy Implementation and Performance Management

- Translating strategy into action plans
- Change management in construction organizations
- Key performance indicators (KPIs) and benchmarking
- Monitoring and evaluating strategic performance

Course content

Course outline

• Case studies and strategic planning workshop

Seminar dates

Available seminar dates

Live dates and pricing for Business Strategy Construction generated from the course details page.

Date	Location	Format	Fee
6 - 10 July 2026	London - U.K	Classroom	**€4,200.-**
10 - 14 August 2026	Istanbul - Turkey	Classroom	**€2,850.-**
14 - 18 September 2026	Vienna - Austria	Classroom	**€4,250.-**
5 - 9 October 2026	Barcelona - Spain	Classroom	**€3,850.-**
16 - 20 November 2026	Paris - France	Classroom	**€4,500.-**
7 - 11 December 2026	Istanbul - Turkey	Classroom	**€2,850.-**

Live online option	Online delivery is available at €1,850.-.