

Construction project



**ASSIGN
BUSTER**

Grant the Great Construction is a small construction company formed from the merger of Grant Thomas Construction & Right Build International. The company has successfully operated in the Durham North Carolina area for the past ten years working on both small and large scale construction, repair, and alteration projects. With the business boom that is occurring in Greensboro and the desire to improve overall profit margins, the company is planning to shift its target market from residential clients to the larger commercial customers. This business plan will lay out our goals and tasks to make this transition successful.

Grant the Great Construction strives to offer the finest quality design, site preparation, cost estimates, construction, repair, and alteration to clients needing large scale construction services. History & Purpose working on both small and large scale construction, repair, and alteration projects.. Grant the Great Construction strives to offer the finest quality design, site preparation, cost estimates, construction, repair, and alteration to clients needing large scale construction services. Strengths Grant the Great Construction is a Design Build Firm. By being both owners to both design the project and to construct the project.

In some cases, the design is done in-house, but most often the Design-Builder engages the services of an outside architect as well as all of the subcontractors. As stated above, the intended result is that the project can be done more quickly because the construction can begin earlier in the process, even before the details are finalized. Weaknesses Being that Grant the Great Construction was built by merging two existing companies, there are different practices that each company has grown accustomed to. Many of

these differences can be overcome with proper advance planning and team meetings.

We plan on building our company off the most successful practices of each company. Mission: Grant the Great Construction is dedicated to raising the levels of professionalism, integrity, ethical practice, and performance within the construction industry. Goal: 1. Establishing a strong and sustainable internal structure. 2. Developing a body of work and establishing a positive reputation. Strategy: As a new construction company we will invest in a model home and extensive packages of plans and images that clients can use to better understand what they're asking for when they contract with Grant the Great Construction.

Marketing Internet promotion method is the key to our success: We plan to market ourselves by emphasizing our name and unique solutions through internet promotion. An amount of \$10,000 for the style of the web page has been included in the Start-up expenses with ongoing maintenance expenses approximated monthly. Our Focus is commercial building and renovation tasks as our initial and primary focus on marketplaces. We will use our completed tasks to display our personalized venture management software to potential clients. Organizational Plan