Scientific Problems of Engineering Economics of Construction
and Real Estate Management, Regional and Territorial Development

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STRATEGY OF
INCREASING THE EFFICIENCY AND COMPETITIVENESS
OF THE CONSTRUCTION COMPANY

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The aim and tasks

The aim – to create an effective business management strategy and find solutions to increase competitiveness in the construction business

Tasks:

- *Perform market analysis*
- *Analyze the real estate market*
- *Explore methods and models*
- *Create a survey of construction companies*
- *Develop possible solutions*
- *Summarize conclusions and make proposals*

The main problems

Demographics - falling

Indicators of the educated population - decrease

Low quality and unsafe construction

Unfair competition

fair dealing in construction can ensure fair competition for market participants and a healthy economy.

Methods

Mathematical methods

Ansoff method

Boston matrix

GE matrix

effective operation requires independent market research and analysis

Research

PESTE

SWOT

Porter 5 force model

Target tree

Survey of construction companies

Conclusions

- The economic situation in Latvia is stable

- GDP ↑

- Demographics ↓

- Education ↓

- Number of projects ↓

- Insecurity

- Participation in public procurement

- Taxes ↑

- Construction company management competence

Proposals

- Proposal to the Ministry of Education and Science: Motivate people to study

- Proposal to the Ministry of Welfare: To motivate residents to return to Latvia

- Proposal to the Procurement Monitoring Bureau: Encourage "small entrepreneurs" to form associations

- Proposal to the Ministry of Finance: Rethink fiscal policy

- Proposal to the Cabinet of Ministers: Improve legislation

Thank You for Your attention! Questions?

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