

aractech

Global Learning for Operational Leaders



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

- 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

Target Audience

- Construction Company Owners and Executives
- Project Managers and Senior Engineers
- Business Development and Strategy Managers
- Contract Managers and Commercial Managers

Course outline

Detailed course outline

Day-by-day outline for Business Strategy Construction.

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

- 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

Course outline

Detailed course outline

Day-by-day outline for Business Strategy Construction.

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
- 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
11 - 15 May 2026	Frankfurt	Classroom	€2,275
8 - 12 June 2026	Amsterdam	Classroom	€2,975
6 - 10 July 2026	London	Classroom	€2,940
10 - 14 August 2026	Istanbul	Classroom	€1,995
14 - 18 September 2026	Vienna	Classroom	€2,975
5 - 9 October 2026	Barcelona	Classroom	€2,695
16 - 20 November 2026	Paris	Classroom	€3,150

Live online option

Online delivery is available at €1,250.