

Business Strategy Construction

Course code: CM-004



SPARK TRAINING

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— Workshop Overview

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.

Why Attend

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

Who Should Attend

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

— Learning 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
- Manage risks and uncertainties in construction projects
- Evaluate financial performance and strategic outcomes

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

- 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

- Case studies and strategic planning workshop

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
16 - 20 November 2026	Paris - France	€2,250
7 - 11 December 2026	Istanbul - Türkiye	€1,425
11 - 15 January 2027	Amsterdam - Netherlands	€2,125
8 - 12 February 2027	London - United Kingdom	€2,100
8 - 12 March 2027	Istanbul - Türkiye	€1,425
12 - 16 April 2027	Cape Town - South Africa	€2,125
10 - 14 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.