

Future **challenges** and **new opportunities** for medium sized construction companies



a short analysis from **Redbloccsystems**

SWOT analysis – construction companies

S

Strengths

W

Weaknesses

O

Opportunities

T

Threats

Construction companies - Strengths

- the solid construction offered is well received by consumers
- branch ready for innovation
- distinct technical know-how available
- high quality standards
- regional provider - handshake quality
- flexible and customer-oriented in the provision of services
- builder can do it all and does it all
- loyal regional customer structure

Construction companies – Weaknesses

- **low return on capital**
- **high liability risk**
- **interface problems to successor trades**
- **low flexibility in the number of projects that can be executed**
- **downtimes - high downtime costs**
- **building is exposed to the weather for a long time during construction phase**

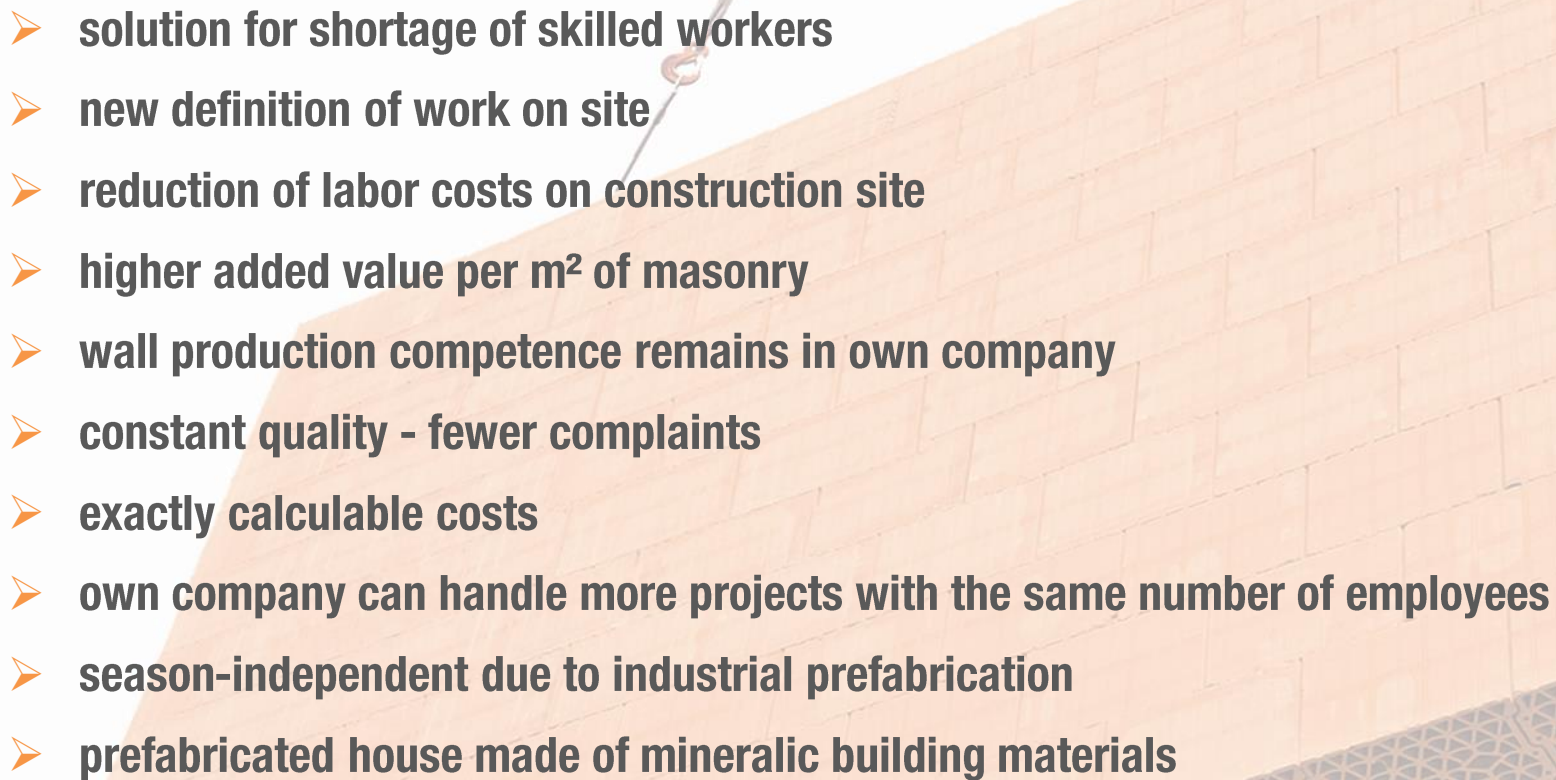
Construction companies – Opportunities

- increasing demand for high quality
- generation of unique selling points with new products, solutions and systems
- expansion of the sales area by offering prefabricated systems
- strengthening of the company through new, fast and calculable construction method
- the added value remains with the company's own prefabricated part production
- increased efficiency - more sales with the same number of employees

Construction companies – **Threats**

- **cyclicalit**
- **shortage of skilled workers - problems with the next generation**
- **qualification of employees declines**
- **more complaints as a result**
- **high proportion of personnel costs**
- **strong competition from other (local) construction companies and the construction industry**
- **prefabricated housing industry "robbing" in traditional home market**
- **no unique selling points**
- **weather-dependent - costs difficult to calculate**
- **shortened annual working time**
- **use of new digital technologies, new materials, 3D printer**

Redbloccsystems - from threats to opportunities

- 
- **solution for shortage of skilled workers**
 - **new definition of work on site**
 - **reduction of labor costs on construction site**
 - **higher added value per m² of masonry**
 - **wall production competence remains in own company**
 - **constant quality - fewer complaints**
 - **exactly calculable costs**
 - **own company can handle more projects with the same number of employees**
 - **season-independent due to industrial prefabrication**
 - **prefabricated house made of mineralic building materials**

Redbloccsystems Strengths

- **higher yields**
- **optimized interfaces to successor trades**
- **reduced liability risk**
- **automated, industrial production**
- **just-in-time manufacturing**
- **only 1 hour from production to delivery**
- **future-proof system**
- **no limits in execution and design**
- **competitive with the prefabricated housing industry**
- **a reusable, intelligent lifting system**
- **works with all standard wall thicknesses**
- **the positive physical properties of the building material used are retained**

Construction as is - according to McKinsey*



**Report „REINVENTING CONSTRUCTION” from McKinsey Institute*

- Other branches performed increased efficiency since 1945 of **up to 2.000 %**
(automotive, agriculture, mechanical engineering)
- Construction – with a share of **13 % on worldwide GDP** - had a efficiency **raise of 1 % per year** within the last 20 years - while other production processes had a raise of four times higher !!!
 - Investments in construction now 10 trillion \$ - **2025 14 trillion \$**, + 40 % !!!
 - Discovered efficiency enhancing potential on construction is **5 to 10 fold** !!!
 - **30 to 50 %** of investment costs on construction are **labour costs** !!!
 - Digitalization will additionally raise efficiency

Solution approach by Redbloccsystems

- semi- or fully automatic production lines
- turnkey plants - all inclusive, no interface problems
- no rocket technology, easy to operate, low maintenance, extremely durable
 - low number of employees at high factory output
 - fully automatic production of special elements
- system approved and tested by official building authorities



For more information please visit
www.redbloccsystems.com

All reports and presentations you can find at
“Downloads”

Your Redbloccsystems team