

How to promote my Construction business

Subject Name: Digital skill and research method

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Introduction

The development of the technological sectors has highly influenced workplaces in modern generation and the flux of Implementation of the digital technologies has allowed organisations to receive enormous profits in the revenue. The digital technologies allow the management of organisations to develop suitable products as well as services that can attract loads of customers. This report will be revolving around the growth of the medium sized construction organisation, Building for Britain based on UK. The report has abbreviated the promotion of the products as well as services of the organisation and has depicted a business promotion plan that has to be followed by the organisation for the promotion of the construction business. The report has also briefly described the influence of the data management procedures and the risk involved in it.

Impact of digital technologies in the construction business

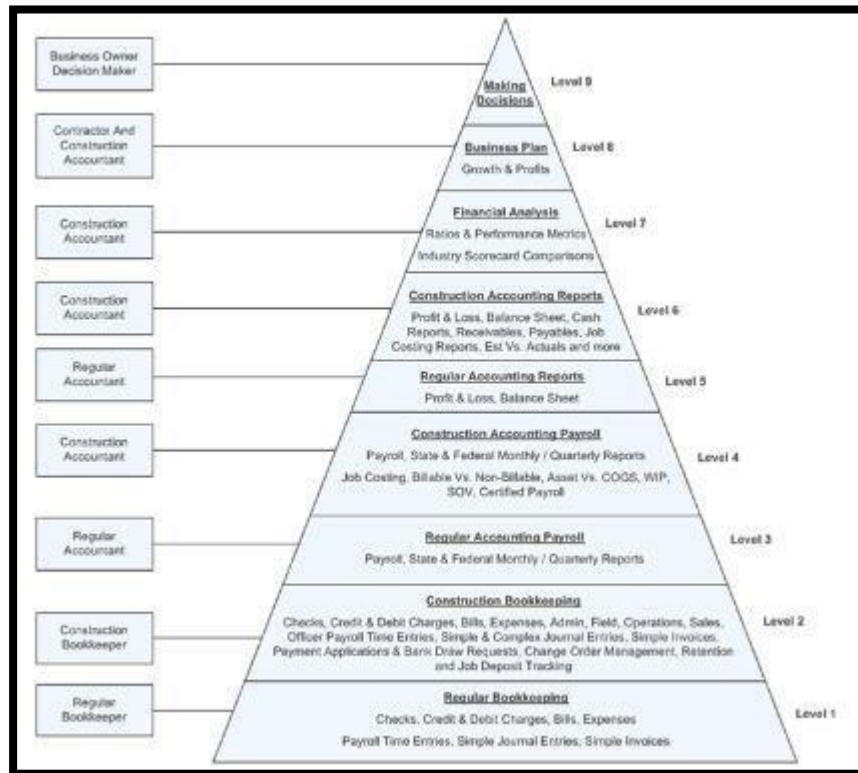


Figure 1: Construction accounting and regular accounting

(Source:Colbertand George,2016)

The construction industries have complex procedures unlike other organisational sectors. The management of the organisation has to experience several operational processes ranging from creating the design of the structure to employ labours and executing daily tasks for the development of the project (Alwan *et al.*, 2017). The construction companies have several projects that included large projects involving buildings to small projects including houses. Thus, there are different operational procedures that vary depending on the project. Therefore, the organisation has to ensure that the applications of the mechanical technologies are used in the operational procedures.

The recent developments in the technological sectors have allowed the construction companies such as Building for Britain to embrace the rapid changes caused by globalisation. Most of the construction organisation nowadays aims at increasing their productivity while reducing the harmful impact to the environment (Chan *et al.*, 2017). The digital technologies have allowed the organisations to enhance their communication and gather information for the betterment of

the trade and commerce. The promotion of the business of Building for Britain can be enhanced by following the digital workplace framework that mainly focuses on the following areas:

- **Collaboration:** In order to ensure that the organisation is running on the correct pathway for the promotion of the products, it is mandatory for the various functional departments of the organisation to collaborate with each other in order to affect the entire trade and commerce of the construction organisation positively.
- **Information governance strategy:** This is referred to the collection of information and governing them suitably. According to Rikkerink *et al.*, (2016) it is extremely essential for the organisation to secure the information that are confidential and the management of the organisation have to ensure that the information does not get leaked that can have a severe impact on the growth as well as development of an organisation.
- **Communication:** It is extremely essential for the organisation to communicate otherwise several situation of conflict can arise that can mark as permanent barrier in the operation procedures. The innovation and advancement in the technological sectors has greatly influenced the telecommunication systems that allow the various departments of an organisation to develop suitable communication.
- **Training and recruitment:** The digital technologies have allowed the organisations to recruit candidates based on their skills as well as qualifications that fit the job roles of the organisation. The digital technologies have introduced numerous applications that allow the unemployed candidates, freelancers, and contingent workers to interact with the management of the organisation (Rolf and Hudson-Sharp 2016).
- **Connections:** The digital technologies have made it possible for sharing information instantly to different parts of the world. Sharing information allows the organisations to promote their respective products as well as services. The internet has played crucial role in developing connections to the vast number of audiences and approach different stakeholders.



Figure 2: Promotion and different elements relate

(Source: Created by the learner)

In order to promote the business of Building for Britain, it is extremely essential for the management of the organisation to create promotional plan and amend their procedures in accordance to it. The following depicts a promotional plan for Building for Britain:

Promotion plan for Building for Britain

Organisation: The Building for Britain is a medium sized construction company based on UK. The organisation has around 150 employees including engineers, workers, electricians, managers, and other employees that have their individual roles as well as responsibilities to it for the betterment of the trade and commerce of the organisation. Building for Britain offers a diverse variety of services to the customers according to the needs as well as requirements of the customers.

Aims: To promote the products as well as services that are offered by Building for Britain to the among the diverse variety of customers across the United Kingdom

Target market section

Building for Britain has to target all sorts of customers depending on the age, occupation and genders of the Yorkfordshire area of Britain. This includes different age groups of customers ranging from 18 to 65. The varied demographic factors have different needs as well as

expectations and therefore, the management of Building for Britain has to listen to the customers and offer the customers with different monthly investment schemes and offers in accordance to the age, genders and occupation of the customers across the area of Yorkfordshire, United Kingdom.

Goals and company Analysis

Specific	Measurable	Attainable	Realistic	Time-bound
Attract customers and promote the commodities of the organisation	The services that are offered by the organisation has to be delivered to the customers	Promotion through social platforms, posters,newspapers and TV commercials	The promotion of the commodities through the distribution channels shall bring significant amount of profit to the organisation as the social platforms has large audience	4 months
Gain reputation in the market	Receive reviews from the customers regarding the quality of the commodities of the organisation	Receiving feedbacks through social platforms page, official website of the organisation and through the customer care	Receiving feedbacks regarding the services shall allow the organisation to know the strengths and weaknesses of the organisation	3 months

Table: 1: SMART goals
(Source: Created by the learner)

SWOT

Strength	Weakness
• Standard quality services • Environment friendly operational procedures	• High prices due to the yardstick quality of the services and raw material used
Opportunity	Threat
• Leveraging existing operations • Using expertise of business to predict the trends of the consumer	• Industry slowdown due to difficult economic times • Threat of buyers and suppliers

Table 2: SWOT Analysis of Building for Britain
(Source: Created by the learner)

Promotions

Several products as well as services are offered by Building for Britain that mainly revolves around the construction purposes. The organisation has to ensure that the commodities are promoted through the distribution channels and the digital marketing. Therefore, the management of the organisation has to ensure that the organisation applies the promotional strategies that mainly rely on the application of technologies (Oesterreichand Teuteberg 2016). The application of the modern digital technologies has become a common pillar in the growth as well as development of the organisation including the constriction industries in the present generation.

The operational procedure of the organisation relies on the application of the technological resources. The pen and papers have been replaced with high tech computers and micro chipsets in the present generation (Taylor Buckand While, 2017). The data that is gathered from digital resources impacts on the development of the products as well as services of the organisations. The employees of Building for Britain have to ensure that the competencies of applying the digital technologies are enhanced. This shall allow Building for Britain to promote their products as well as services to the vast social reach. Several efficient pieces of software are

available in the market that has a direct impact on the efficiency and employability of the organisations.

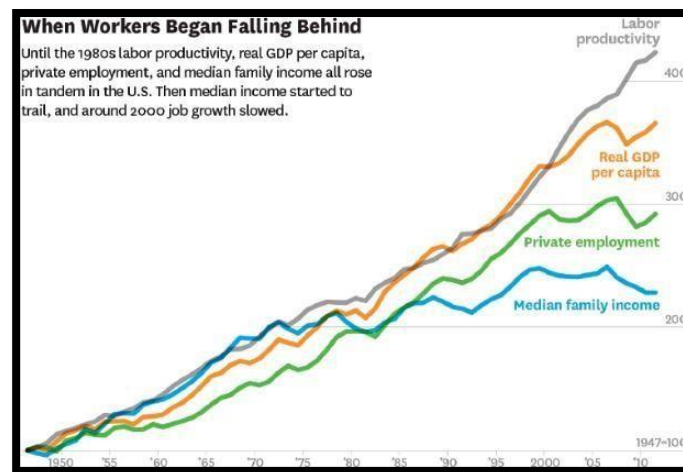


Figure 3: Information technology on workplace employability

(Source: Taylor Buck and While, 2017)

Promotional campaign

The promotional campaign of Building for Britain has to be in accordance to the services that are available for the customers from the organisation. In order to promote the product as well as services of the organisation, the organisation has to use several distribution channels. The following are some of the distribution channels that have to use for the promotion:

- **Social platforms:** In order to promote the products as well as services of Building for Britain, the management of the organisation has to ensure that the social platforms such as Facebook, Instagram and Twitter are used efficiently (Loosemore 2016). The usage of the social media applications has become famous lately among the common people across the global platter.
- **Newspapers:** This includes several advertisements and content includes detailed comprehension of the products as well as services that are offered by the organisation. The articles on the newspapers have to include the information about the organisation and as well as contact details. However, there are several advertisements in the newspapers and people often ignore the details. Therefore, an attention-grabbing headline shall be useful for the organisation to gather the attention of the readers.

- **TV commercials:** The advertisements of the commodities of the organisation that are promoted through the TV commercials have to be in a way that can affect the mindsets of the customers. The primary motive of the organisation while promoting their business through the TV commercial is to gain the attention of the customers (Murphy and Dweck 2016). Therefore, TV commercial that are based on a small story and the alignment of the company and its commodities are regarded to be extremely beneficial for the organisation.
- **Posters:** Building for Britain has to ensure that the posters involving their company and the commodities offered by the organisation has to be placed in areas that usually are crowded. Ideal places for the posters include highways, events, coffee shops and several other similar areas where there is a little chance of the posters being ignored by the customers.

Budget

Resources	Budget
Raw materials	£150,000
Financial resources	£300,000
Labours	£200,000
Technologies	£180,000

Table 3: Budget for Building for Britain

(Source: Created by the learner)

Competence in workplace data handling

According to Amayeet *al.*, (2016), it is highly essential for the management of the organisation to ensure that the data is managed in a suitable format. This allows the organisation to use the viable resource in the development of the organisation. The management of Building for Britain has to ensure that the data of their services and the project that have been undertaken by them in the past are safe. The digital technologies have influenced the organisation and have enhanced the data management procedures greatly. Although, Manogaran *et al.*, (2017) opined that the management of the organisation has to ensure that the data is secured from being leaked and therefore, the data management has to use several software and digital technologies in order to ensure the total security of the data.

The data of the organisation constitutes of several confidential information that are classified and therefore, can lead to severe consequences if it is damaged. In order to ensure a suitable competency in handling data, the organisation has to ensure that the data is stored and reviewed on a regular basis. The Meta data that is gathered from the regular addition of information in the existing data has to be handled professionally in order to avoid any negative ramification.

Conclusion

The report has provided a detailed abbreviation of the influence of digital technology in the development of the construction business of Building for Britain. The report includes a detailed comprehension of the promotion of the products as well as services of the organisation and the use of the digital technologies in the promotion procedures. The report has depicted a detailed promotion plan that has to be followed by Building for Britain in order to promote the construction business to the customers. In addition to this, the report has briefly explain the competencies of workplace data handling in order to gain favourable benefits and avoid situations of conflict.

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