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INTRODUCTION

Ballymore Group is an Irish property company which was founded in 1982 by an Irish businessman Sean Mulryan now the only CEO is John Mulryan, his organization is probably the biggest Property development company in England and the most well-known in the United Kingdom. It was reported in the Irish Independent that these were "exceptional gains" and had resulted in almost a threefold profit increase. According to www.independent.ie by Gordon Deegan in 2016, their UK profits were recorded at €217m. Also in 2016, the firm won Property Developer of the Year at the Evening Standard Awards. They work in complex urban settings both new and old. And currently developing new headquarters for English National Ballet and London Film School on London City Island, our groundbreaking project just south of Canary Wharf. Ballymore is responsible for a multi-million pound Canning Town development called City Island also In 2019, English National Ballet will move from its 40-year-old home at Markova House indicated education spaces, rehearsal studios, and rehabilitation facilities. EcoWorld Ballymore became the first developer in London to encourage buyers by offering to make a charity donation following purchase rather than giving other benefits. During June 2017, the developer committed to giving £10,000 to the JDRF charity, which funds research into Type 1 diabetes, for every home sold in the Embassy Gardens and Nine Elms developments. Theresa May is a patron of the charity. Upon completion, Ballymore's 'Dublin Landings Residential' will comprise approximately 268 residential units and will include numerous on-site resident amenities including a concierge service, landscaped gardens, a private gym, business lounges, and 210 basement parking spaces. In 2019, it was reported that Ballymore and its commercial partner Oxley Holdings had agreed to sell all 268 luxury apartments at Dublin Landings to Greystar for €175.5 m. Ballymore in the past 10 years has a huge jump in front of other companies because of new people who are well dedicated to the job. Traditionally working in construction has been a low skilled job with long hours, poor pay, hard work and a little chance of promotion. The company however now has a new direction a better one for their employees they give chances for their people to promote a better life with a good salary. External money, of course, helps Ballymore to be in front of competitors. In May 2017 it was announced that the group was working in partnership with the Hong Kong Chinese Kwok Family, who are controlling shareholders in Sun Huang Kai Properties. The partnership involves a project in London, close to the Thames that is the largest Hong Kong investment since the UK decided to leave the EU. In October 2018, it was reported that this joint venture would deliver a £1bn skyscraper scheme in the Isle of Dogs in London's docklands. The Millharbour Quarter will comprise a total of 1,513 homes at Millwall Dock.

Opportunities in the Career path for workers

Ballymore is working with professionals but also is trying to help employees to be better and to give a chance to get knowledge from other people who know they work better than everything.

Training and development are vital for any business and now in the company, a lot of money and focus is how they can help their people and for them who can face a lot of challenges and are excited get a good reward from the company as a bigger salary better place for work. Jasper worked for a large period of time for another company and when they finished the construction he woke up without work and since then he moved to Ballymore it was 5 years ago approximative now he is happy to be one of the managers in Ballymore.

" All opportunities are able for everyone but some of them still think that in construction you can't come t a labor and go a manager and it's true but just on half if you came and you want to become a manager instead it will not happen but if you'll put a little an effort you can be a manager here." Jasper

In my opinion, the company has a small problem that is related to the promotion of workers and this problem is that they do not try to show them to all workers that promotion is possible for everyone who is ready to devote time and attention to the company. Of course, the company is promoting and trying to help the workers, but the selectivity for promotions is not so great as in other companies many of those who come do not know about the possibilities that the company can offer them, understanding during the working period that the possibilities are more seeing with eyes but not hearing in. In a nutshell, the advertisement leaves a little to be desired about the possibilities in the company which should be more intensive to show everyone that the company is encouraging its workers. As we can see from the interviews I got from the workers. Ballymore had a lot of subcontractors so they are trying everything to give to their employee's good place for work.

Adrian is one of the managers at Ballymore, he came in search of something more paid as a waiter and he arrived here but I do not expect he will have the opportunity in a year to become a manager.

"Here you will see a lot of people from Bulgarian, Ukraine, Moldavian and from another poor country and they think that you can't earn a lot of without finished university or have a business but here all you need is to know your job to do it well and if you a devoted to this company and great opportunities will open and a lot of money will come." Andrian The company gives every worker the opportunity to find the best and right thing for them. The housekeepers are ready to help you with any problem that may arise during your work and in case you have a better idea, they are ready to listen to you as long as the idea corresponds to all the security rules that are on a construction site. New ideas are always welcome and are listened to and in case they are not right no one will judge you but they will explain how the idea can be realized or if it is not possible it will tell you why it is not possible to be realized.

Strengths, Weakness and Threats

Because there are many subcontractors, it is difficult to control them that each company has its own system and its workers and this is why unexpected retention occurs many times. Managers from Ballymore having to resolve the situation as efficiently and quickly as possible. Also, one of the biggest problems that all construction companies have in the end is to finish all the planned construction in time because, during the construction, problems arise as some orders move or are lost or damaged during transport and all these things. it affects the price and the reputation of the company if they are unplanned restraints it happens and that the weather is not suitable for some important devices during construction an example can be the skull that lifts weights to high heights and if the wind blows a little stronger it can not be used. So, when the company makes a new construction plan, it analyzes everything that can appear during one construction, and it approximates the most suitable time for when the houses can be put into operation. And when such challenges are put in front of a team, they can be easily overcome if the team

is professional that how Ballymore face the challenges that arise due to the strong professional teams. "None of us is as smart as all of us." -Ken Blanchard. Besides a good construction team, it matters a lot and the place where you will find out how big it will be easy for the tenants to reach the city and how far away they are from shopping centers. But Ballymore chooses very carefully the places to build as we can see in London this is what distinguishes it from its competitors. They are trying to put something that its competitors do not have and this is the place where the constructions are made as close to the metro stations near popular areas and near shopping centers. Marketing is also a very important part of a big company like Ballymore spending money and putting a lot of effort into bringing the company fame and that more people are aware of company directions in the present and future. Eco World Ballymore is a pretty big advantage over the competitors by arranging parks with trees and flowers on the land quite big next to each construction that gives an extra to the inhabitants having a mini-park near the house.

Conclusion

After all the research and interviews I have had I can say that Ballymore really fascinates like a big business with workers of over 5000 people and with 5800 buildings in construction right now. And everything has to be kept under control and this is also due to the people of the team of professionals working for the company. The construction process is not easy but it is the construction of several thousand houses and everything having certain time frames that must be completed and given to the customers in operation. I would say that one of the most sophisticated businesses in the construction and that all these must be possible, they must have a strong foundation like Ballymore's. And in all these, it is difficult to come up with something new something different from the competitors but forget that Ballymore succeeded and this new one I said once is the location of the buildings. In this company not only the manager, the architect or the director, but all the workers involved in construction are important in the construction company. Quality being a strong point of the company that does not need additional advertising, it is the latter that keeps customers and brings new ones. Now we are in a time when it matters how fast a thing can cover all your needs and bring all this at an adequate and quality price. And what is related to Ballymore as a company is trying to cover all the needs of customers. Ballymore offers possibilities for anyone who needs everything and has a desire and devotion for what you do. Being a very good environment for developing your personal career in construction, you have the opportunity to work with professionals in this field and learn new things. The safety rules for high-level works and the workplace having all the necessities for successful personal development. Unfortunately, unfortunately, the company has to regret it because there are always new companies that invest very much in advertising and as we all know the basis of any company that wants to be known in the world market. Currently, many companies that have become known now are due to aggressive marketing which in my opinion the company does not emphasize enough. In any business one of the most important components is the price you give to the students and what about this part Ballymore is very good at having prices for each person who wants to rent an apartment or buy it. This also benefits it in front of competitors having the opportunity to take a wider circle of clients from people with average salaries to those with very high salaries. Enumerate all these things I can say with certainty that the company has a great potential for growth in the future on the European market as well as on the American market, already having very good relations with some companies. But I would say that in marketing they still have a bit to work and perfect to be with a head or two in front of competitors. Growing the company on the world market is an indisputable thing.

Reference

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