

CRRL.LTD Construction

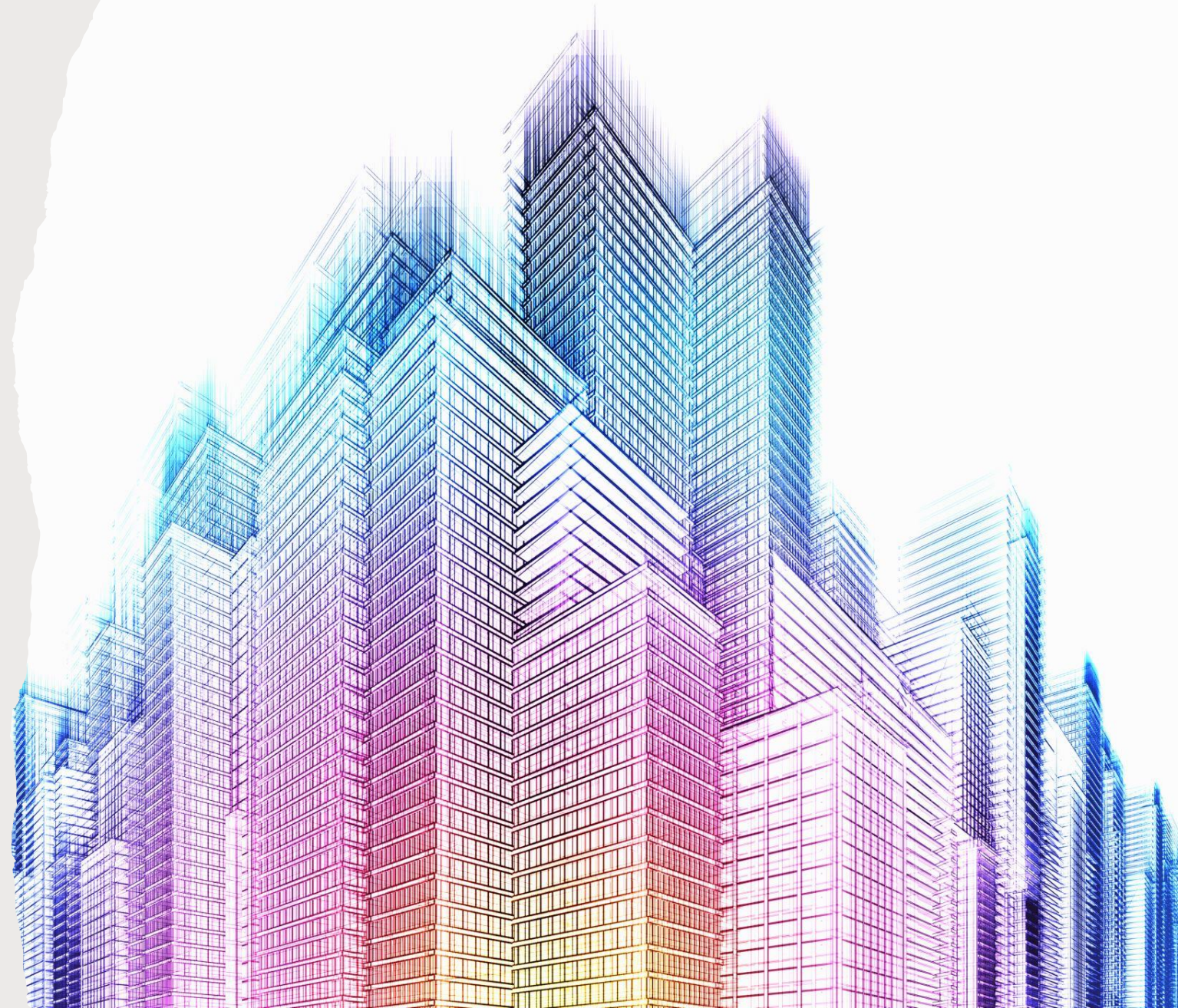
Task 2 Presentation

Entrepreneurship

(LCBB5013)

Oana Stroe

2223870



Introduction

Building the Future with
Integrity and
Innovation(Preece et al.,
2015)

Founded on a commitment
to quality, CRRL.LTD
Construction is a leader in
modern construction and
infrastructure development.

About Us



CRRL.LTD Construction is a full-service construction company specializing in residential, commercial, and industrial projects. With years of experience and a dedicated team of professionals, we deliver high-quality results on time and within budget. Our mission is to create sustainable, safe, and innovative spaces that stand the test of time.(Liu et al., 2023)

Our Services



General Contracting – Managing projects from design to completion (Liu et al., 2025).



Civil Engineering – Roads, bridges, and public infrastructure (Ibrahim et al., 2024)



Commercial Construction – Offices, retail spaces, and mixed-use buildings.



Residential Development – Custom homes and housing projects (Hakala et al., 2017).



Renovations & Maintenance – Modern upgrades and long-term property care (Graham, 2010)

Our Values

Integrity We build trust through transparency.

Quality Excellence in every detail (Zavala et al., 2023).

Safety Protecting our team and communities (Hidayat and Idrus, 2023).

Innovation Embracing technology and sustainable practices.

Our Projects

CRRL.LTD has successfully completed projects across urban and rural regions, including commercial complexes, residential estates, and public infrastructure. Each project showcases our commitment to durability, aesthetics, and functionality (Kayvan Koohestani et al., 2025).



Reference

Gong & Ronggui Ding & Zhixue Liu & Obuks & Liu & Zheng Gong & Obuks Ejohwomu & Ronggui & Zhixue & Zheng & Ejohwomu, 2023. *Fostering Digitalization of Construction Projects through Integration: A Conceptual Project Governance Model*. www.mdpi.com. Available at: <https://www.mdpi.com/2075-5309/13/3/825> [Accessed 24 Oct 2025].

<https://blog.xero.com/news-events/small-business-marketing-introducing-the-four-ps/>

Goyal, A. (2020) 'A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage,' 7(7) pp. 149–152.

Graham, S. (2010). *Analysis of Construction-Related Research Compared to Needs of Analysis of Construction-Related Research Compared to Needs of Industry Professionals Industry Professionals*. [online] Available at: <https://scholarsarchive.byu.edu/cgi/viewcontent.cgi?article=3246&context=etd>

Goi, C. L. (2009) 'A review of marketing mix: 4Ps or more?' *International Journal of Marketing Studies*, 1(1) pp. 1–4.

Hill, C. W. L. (2015) 'Strategic management : Theory.' *Thanglong.edu.vn*.

Hamed GOLIZADEH & John Rogers & Heap-Yih Chong & Christopher Preece, 2015. *A review of customer relationship (CRM) implications: Benefits and challenges in construction organizations - University of Canberra Research Portal*. researchprofiles.canberra.edu.au. Available at: <https://researchprofiles.canberra.edu.au/en/publications/a-review-of-customer-relationship-crm-implications-benefits-and-c> [Accessed 24 Oct 2025].

Introduction to Management (2025) Google Books. [Online] [Accessed on 25th October 2025] <https://books.google.co.uk/books?hl=en&lr=&id=wbAmkdoG4O8C&oi=fnd&pg=PA1&dq=Legal>.

Ibrahim & Zoubair Lafhaj & Zoubair & Abdelazim & Abdelazim Ibrahim & Lafhaj & Tarek & Tarek Zayed, 2024. *Enhancing Construction Performance: A Critical Review of Performance Measurement Practices at the Project Level*. www.mdpi.com. Available at: <https://www.mdpi.com/2075-5309/14/7/1988> [Accessed 24 Oct 2025].

Journal articles: 'Marketing in the construction industry' – Grafiati (2021) Grafiati.com. [Online] [Accessed on 25th October 2025] <https://www.grafiati.com/en/literature-selections/marketing-in-the-construction-industry/journal/>.

Jena, R. K. (2020) 'Measuring the impact of business management Student's attitude towards entrepreneurship education on entrepreneurial intention: A case study.' *Computers in Human Behavior*, 107, June, p. 106275.

Kadarisman Hidayat & Muhammad Ishlah Idrus, 2023. *The effect of relationship marketing towards switching barrier, customer satisfaction, and customer trust on bank customers - PMC*. pmc.ncbi.nlm.nih.gov. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC10161170/> [Accessed 24 Oct 2025].

Kayvan Koohestani, Mani Poshdar, Ninan, J., Bidhendi, A. and Saeedi, S. (2025) *Stakeholder Power Dynamics, a Key to Sustainably Win the Sustainability Game in Construction*. [Online] https://www.researchgate.net/publication/390943028_Stakeholder_Power_Dynamics_a_Key_to_Sustainably_Win_the_Sustainability_Game_in_Construction.

Mogaji, E., Maringe, F., Robert Ebo Hinson and Springerlink (Online Service (2020) *Higher Education Marketing in Africa : Explorations into Student Choice*. Cham: Springer International Publishing, Imprint Palgrave Macmillan.

Marko Kohtamäki & Laura Niemi & Henri Hakala, 2017. *Online brand community practices and the construction of brand legitimacy - Henri Hakala, Laura Niemi, Marko Kohtamäki, 2017*. journals.sagepub.com. Available at: <https://journals.sagepub.com/doi/abs/10.1177/1470593117705695> [Accessed 24 Oct 2025].

Macharia, J. K. (2022) 'Telephone farming as an enterprise: The role of digital technologies.' *QUT ePrints (Queensland University of Technology)*. Queensland University of Technology, January.

Martino Luis & Voicu Ion Sucala & Martino & Liu & Luis & Lama & Sucala & Voicu Ion & Lama Soliman Khaled & Rongxu Liu & Rongxu & Soliman Khaled, 2025. *Systematic Review of Service Quality Models in Construction*. www.mdpi.com. Available at: <https://www.mdpi.com/2075-5309/15/13/2331> [Accessed 24 Oct 2025].

Nair, S. R. and Sáiz ÁlvarezJ. M. (2019) *Handbook of research on ethics, entrepreneurship, and governance in higher education*. Hershey, Pennsylvania (701 E. Chocolate Avenue, Hershey, Pennsylvania, 17033, USA): IGI Global.