

TO CREATE A CUSTOMER FOR YOURSELF

Marketing of construction business requires expert knowledge in the field of commercial real estate development.

The thesis of "To create a customer for yourself" fully reflects the essence of modern marketing concept - the concept of mandatory orientation of any commercial firm to the needs and demands of customers. In all issues production built areas are determined by the consumer who buys a house. According to his own discretion, and thus forms demand and for construction organization, what accommodation is required at the present time, in what areas and at what price is agreed to acquire product. While building housing of the well-known consumer standard, offering it to customers, accompanied by the necessary after-sales services, effectively satisfying the needs and demands of consumers, construction organization can receive the planned profit, pay off the budget, pay dividends to its shareholders, to accumulate the necessary funds for its development. Today there are economical situation problems with sales of building products, financial stability of building company, the problem of filling the budget at all levels.

Marketing in the construction of housing must also cover all aspects of the activity of construction firm, beginning with an examination of requests for future customers in the housing, the procedure of segmentation, of prices, choice of building site and construction project, construction of residential homes, sale of apartments built and after-sales service. That tools allow you not only to meet the needs and tastes of the consumer, but often to provide and direct impact on the market itself, purchasing behavior, needs and requests of users of construction products also, which makes able for construction firms to earn its share of market returns - in other words to manage housing market in advance according to developing marketing plan.

That's why for the building company as a commercial organization the main goal is identification of needs and requirements of target markets, housing and meeting them consistently in more efficient and effective ways than the nearest competitor do.