

# IPRO 338 Business Development For Electrical Contractors



## Problem

The Electrical Contractors' Association of City of Chicago have been experiencing large downturns in business due to the recession

## Objective

- Recommend strategies of implementing technology and business development for electrical contractors.
- Incorporated technology to help contractors gain work in any economic climate.

## Electrical Contractors' Association of City of Chicago

Members are experienced, proven contractors who have a record of providing quality, cost-effective services for the electrical industry, including commercial, industrial, and residential construction, as well as telecommunications and advanced

## Methodology

- We sought out information from leading electrical contractors in the Chicagoland area through a series of interviews and questionnaires.
- We took this information and applied it to a booklet of information that offers recommendations for business development based on the type of work a particular contractor does.
- We focused on creating a website prototype that contains employee information that can be a marketing tool for electrical contractors.

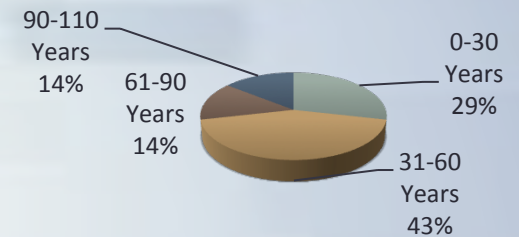
## Results

Throughout the semester we surveyed many electrical contractors and the data is shown to the right. We then used this data to base our conclusion upon.

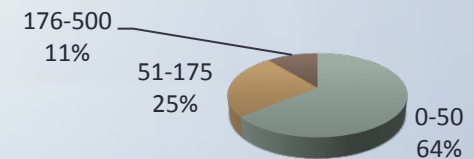
## Conclusion

From the data we collected through surveys we have found electrical contractors are small businesses that are very hard hit by the economic recession. We have made the recommendations we are presenting in a booklet that has been distributed to electrical contractors.

## Years in Business



## Number of Electricians



## Sales

