

IPRO497-338

Electrical Contractor Business Development with
Building Information Modeling (BIM) and Green
Technologies

Mid-term Review Presentation

Monday, March 7th, 2011



Statement of the Problem

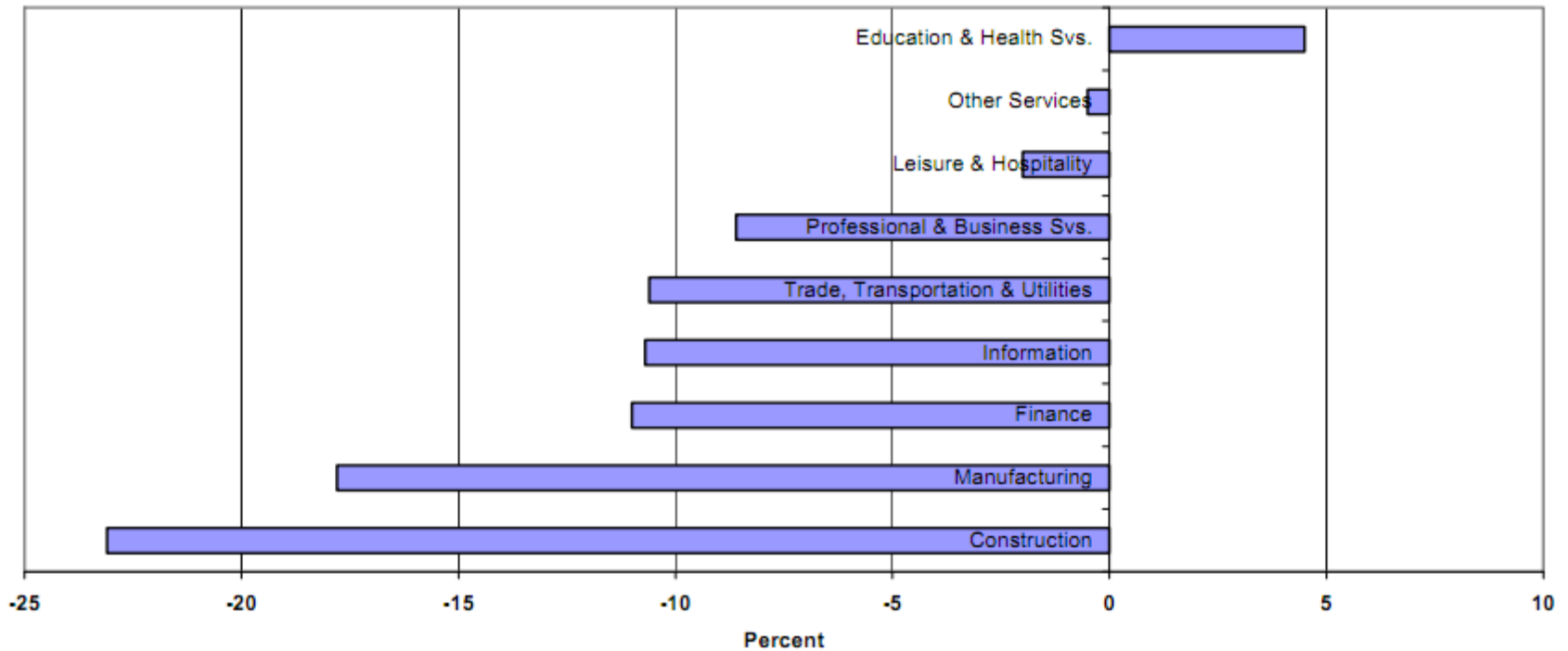
Get more work

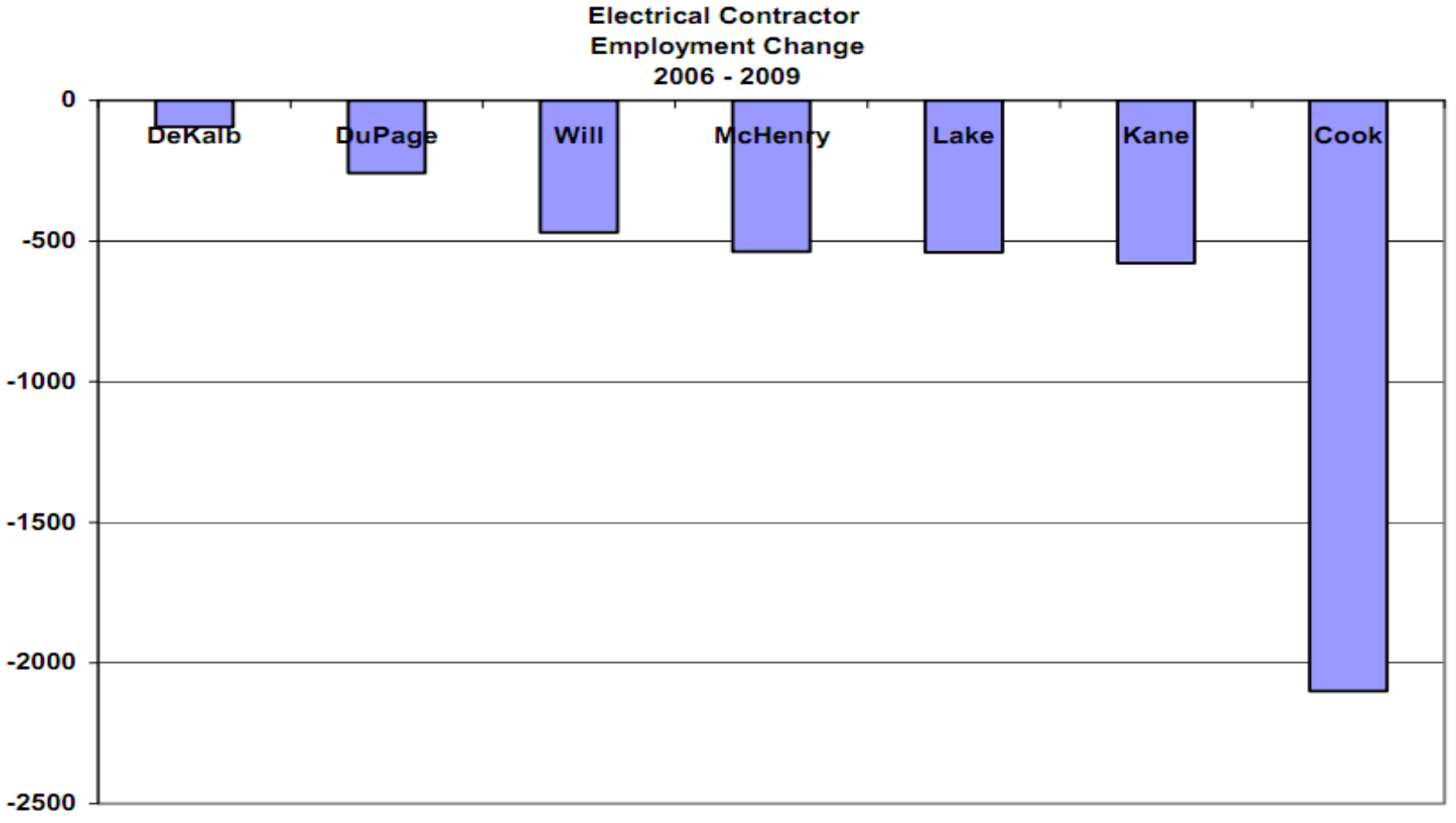
“The electrical construction industry has experienced **significantly fewer job opportunities** for contractors and workers.”

*A Report to Labor Management Cooperation
Committee of Chicago, The Chicago Electrical
Industry Today by Construction Labor Research
Council, June 2010*



Change in Employment
Cook County
2006 - 2009





Goals of the Project

To develop a Strategic Business Development Manual which Electrical Contractors can utilize to help develop a Strategic Plan.



Organization of the Team

Oscar Medellin	Enhance Branding and Image of your company, Expand your company into different markets
James Hamilton	Pursue grants and contracts, Identify new perspective business openings/permits
Joshua Day	Expand your Networking, Taking care of your existing clients.
Shadi Yousef	Augment core business with new services, improve existing core services
Neha Bansal	Expand business to other locations, Develop/Enhance business presentation
Marine Mukashambo	Strategic partnering and acquisition mergers, Develop a “go-no-go” sheet
Nicola Marchi	Develop/Enhance company website, Improve marketing plan, new advertising techniques
Yong Joon Kim	Restructuring your company, Expand into smart electrical technologies
Zachary Harbour	Building Information Modeling (BIM), Expand your company into green services



Progress Toward Goals

1. We've finalized our list of Business Development Strategies
2. Group members have completed a significant amount of research on these Strategies
3. Our "Seven Steps to Writing a Business Plan" document is near completion.
4. We've met with Aldridge Electric's VP of Power Division



Major Obstacles Encountered

1. Opinions on how to resolve this issue differed greatly within the team
2. No team member had experience with Electrical Contracting
3. No Business Majors on the team
4. During our “cold-calling” of 25 local businesses only 1 responded



Anticipated Major Challenges

1. Our framework is established, however, research and content development remains
2. Completing project in-time for our ECA Presentation in early April
3. We've not finalized formats for the Final Presentation
4. Contacting additional Electrical Contractors



Needs/Questions/Requests

1. Is our current direction on-target?
2. Are there any avenues we are not considering?

