

SUCCESS STORY

# Development of a growth strategy for a construction company

## CUSTOMER BENEFITS

15%

**profitable annual growth potential** within the next 3 years defined as part of the mid-term strategy

95%

**specialization** of sales in opportunistic, **high-growth segments in future**



*“With CYLAD’s help, we were able to better **understand our current service and recognize the high market demand for specialization.** The team perfectly unites management expertise and the insight knowledge of our business.”*

**Chief Financial Officer**

## CHALLENGES

Our client, a **leading national construction company**, had not realized its growth expectations for one of its business segments. Challenged by intense competition and changing customer demands, a **business unit reorganization as part of a new medium-term strategy is intended and substantiate growth envisaged.**

## SOLUTIONS

We analyzed the customer’s relevant construction market and **identified high-growth market segments.**

As part of a mid-term strategy, we **designed individual segment strategies and identified key levers** for strategic planning based on the market situation and the client’s operational excellence.

We developed an implementation framework incorporating a **reorganization of the client’s business units to best address the customer’s needs.**

## KEY DELIVERABLES



**Business data analysis**  
performed to define characteristics of profitable projects and business segments



**Identification of growth potential**  
for future business segments based on customer resources and market development



**Competitive benchmarking**  
evaluating customers relative market position and potential acquisition opportunities

