



ACADEMIC YEAR 2012 – 2013

TITLE OF DIPLOMA THESIS:

Strategic Planning and Business Plan for the Implementation of a Company for Prefabricated Houses

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ABSTRACT

In this day and age, the construction sector is considered to be of utmost importance due to the large economical, environmental and social impacts it has on society. Thus, its continuous development and improvement is essential in order for its negative impacts to be mitigated, in accordance with the general principals of sustainable development. In this context, the use of automated and industrialized processes, i.e. prefabrication, is constantly growing and is included in many stages of manufacturing, minimizing as much as possible the on-site works. In this spirit of technological advancements, and not only environmental but also social requirements, PRO-House A.E. is a company that operates in the field of prefabricated houses with a steel structural system. For the implementation, however, of this company, as well as its survival, differentiation from its competitors and therefore its profitability, the establishment of a competitive strategy is required. This strategy will define the company's vision, goals, objectives as well as its mission. The environment in which the company operates will be assessed, so that the opportunities and threats that the company faces, could be identified. Those threats and opportunities, along with the its strengths and weaknesses will be evaluated in order to help the company gain and maintain a competitive advantage over its competitors. The next steps will consist of the definition of the broad and specific action programs which are the means of implementation of the corporate goals and objectives. The final resource allocation and budgeting will be done with the use of the portfolio management. Finally, a business plan will be drawn, the implementation of which will enhance the competitive advantage of the company.

KEYWORDS

Prefabricated houses, Strategic planning, Business plan, Sustainability, Competitive advantage