



We are about you<sup>®</sup>

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## **Future of the Construction Work Market Shift in the Construction Industry**

Markets in the construction industry are shifting from Industrial to Commercial – Residential. This shift in market will have a major impact on the market share of contractors.

Market share has been one of the main measurements for businesses since the early 20<sup>th</sup> century. Share of the market by itself, however, does not justify any concern or lack of it for the health and wealth of an industry or organization. Profitability, productivity and market share need to be evaluated simultaneously in order to gauge the success of any operation or organization.

This workshop will introduce the market trends across the nation and various regions of the country. The shift of the market and its impact on:

- Revenue
- Profitability
- Labor needs
- Training needs
- Marketing
- Strategic planning

will be introduced.

The participants will learn about their:

- Emerging Markets
- Local Markets
- What has happened in other comparable markets
- What is next

Seminar is based on research conducted by MCA for the construction industry