

## A Brief Note on Construction, Strategy and Structure of Different Buildings

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### Abstract

Prime Group has considerable experience in the real-estate region in Sri Lanka over the last 25 years. The Group's lands and housing section being the middle business of the Prime Group has executed property over the past several years amidst the growing demand from the center income classes. The online findings regarding the chosen housing provider in Sri Lanka can be more effectively summarized by drawing a table of the company's SWOT (Strengths, Weaknesses, Opportunities, threats).

**Keywords:** Drawing; Information; Management

### Introduction

Now, moving on to McKinsey 7s, it is a tool to analyze a firm's organizational outlook by going through 7 internal matters:

- I. Strategy
- II. Structure
- III. Systems
- IV. Shared Values
- V. Style
- VI. Staffs

Here, the hard S- System indicates the operational issues of the company. Prime land is already going through its development phase to integrate Information technology (IT) and documentation management giving the highest priority [1].

The financial analysis will demonstrate the justification of this efficient internal system management. Now, comes the Strategy factor, whereas Prime Land Pv. Ltd. follows Blue Ocean Strategy much effectively by introducing new sections, departments, and new areas accumulation with the existing processes quite accurately maintaining the current market demand [2].

### Method

Here onwards, to describe the blue ocean strategy, A blue sea exists when there is potential for higher benefits, as there is currently rivalry or unimportant rivalry. The technique expects to catch new demand based on ongoing trends and to make competition insignificant by presenting an item with unrivaled highlights (Figure 1).

An example of this approach by prime land is such: During 2017, Prime Lands (Pvt) Ltd gained a 75% stake of Summit Finance PLC and renamed as Prime Finance PLC. This has become a common trend of Prime Land as it has expanded its business by strategic alliance or capturing a whole entity (Figure 2).

For the maintenance of the structural issue, Prime land regularly monitors their growth in each sector to analyze the organogram efficiency as a recent change in organizational employees took place in the earlier part of 2019 where weak macro-credit of Sri Lanka negatively affected the REM. Prime Land went through the period managing methodological research which made them cut off excessive

enlargement of acquiring fewer areas resulting from a less cost on the financial portfolio [3].

Turning onto the soft S's, the shared values, of the corporate culture matches along with the vision of Prime Land as the target of the employees motivates them to upgrade their company's level where the company never influence a decline in the staff job security.

Now, for the style, staff, and skill, these are also maintained by a group expert supervisory department of the company. They evaluate the staff's qualifications to match up to their active sections. Regular pieces of training for the staff are also being conducted with full salary payment assurance by that time with the governance of an expatriate

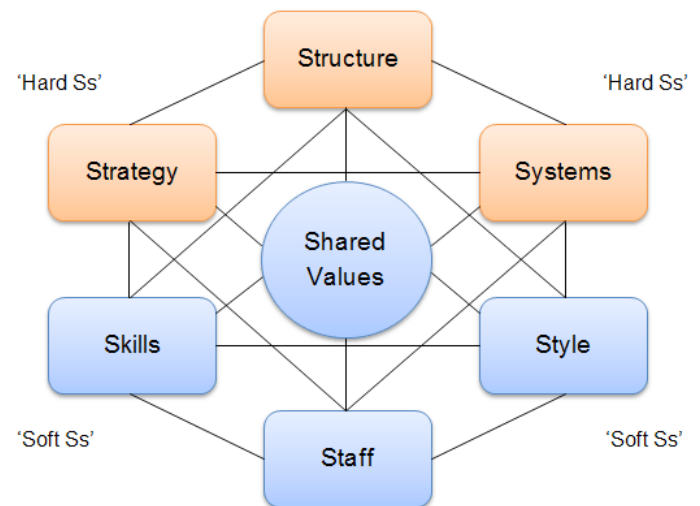


Figure 1: McKinsey 7s.

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<i>Figs are in LKR Mn</i>	FY15	FY16	FY17	FY18	FY19	9MFY20
Operating Income	2,380.72	3,249.22	3,766.32	4,606.01	4,337.54	4,904.75
OPBDITA	308.10	413.60	641.42	748.98	693.43	1,094.67
PAT	354.67	211.48	1,016.31	847.67	500.19	734.71
Total Debt	1,518.22	2,348.77	3,879.75	2,976.52	2,560.97	2,237.25
Networth	1,357.46	1,528.51	2,781.63	3,243.79	3,665.76	4,400.47
Gearing (times)	1.12	1.54	1.39	0.92	0.70	0.51
OPBDITA/Interest & Finance Charges	1.71	2.65	1.79	2.06	1.87	5.67
Total Debt/OPBDITA (times)	4.93	5.68	6.05	3.97	3.69	1.53

Figure 2: Key Financial Indicators of Prime Land Pvt. Ltd.



Figure 3: Blue Ocean Strategy.

team. It is possible for Prime Land due to the healthy associations with different partners in this industry; the brand value in the business and the convenient conveyance of the actions contrasted with the companies employees and the partners to efficiently manage the timely delivery of projects (Figure 3).

There are some primary attributes for which the consumers tend to stick with the developers after buying their properties for a long time. Firstly, the quality of the offering and ease of registration along with after-purchase maintenance make a consumer satisfied with the property dealer. As of the product quality, a reputed company like Prime Land makes innovation during manufacturing as such acquiring the infrastructures with the latest invented equipment to enhance the product quality. This not only improves the product quality but also enhances the possibility of a home buyer to purchase their properties without minimal time spending [4].

There are many constraints when it comes to increasing product quality without acquiring the cost of the product. But a strategic development on the financial allowance for every department of a company made by an expatriate and followed in the recession period also make the company profitable for a long time. As of the residential housing, suppliers to influence the home buying decision, the interior design, and after purchase maintenance influence the home buyers' purchase behavior. This fact has been come out from the survey questionnaire answers from the business faculty to establish a linkage between the product quality and the consumer behavior pattern that this paper has discussed the analysis part in chapter [5].

The location of the housing the allocation of the best interior structures into that housing influence the buyers to stick with the provider. Prime land being a pioneer developer company in Sri Lanka has maintained its housing quality to match with the latest trends. It is due to the research and development section was always come with an innovative decision to increase buyer satisfaction to the company [6].

### Validation of the research objectives

The assignment has gone along the best way to determine Prime Land's success to contain their purchase for a long time. Some factors have been given much importance over other major factors like marketing and advertising. After researching Prime Land limited residential property providing in Sri Lanka, has proved those factors to be much influential when it comes to the consumers buying decision to buy a land or a property or apartments. Finding out the factors affecting the consumers' buyers' decision from this paper will help other developers to include those factors into their management system [7].

#### Strengths-S

1. Brand reputation and trustworthiness
1. 2.Ability to provide skilled Manpower
2. Ease on maintenance support providence
3. Familiarity with housing support and facility maintenance

#### Weaknesses-W

1. Competitors number being increased more than ever before
2. Engagement to a high-risk liability can urn the housing supplies more susceptible
3. Comparatively, long-term dealing with the clients of real estate properties

#### Opportunities-O

1. A Growing reputation as a high-quality housing provider
2. Ensuring the clients to work as an influencer due to quality offering by the company
3. Engagement to the high profit (or loss) margin commercial business chain

4. Creation of other relatively small business sectors

#### Threats-T

1. Excessive expectation pressure
2. Procuring increased liabilities on the back
3. Strategic allowance with commercial companies for financing to demoralize welfare trust's motto
4. Existing labor recruitment laws for developing infrastructures to become more complex at this modern age

#### Threat- Strength strategies (Using strengths to avoid Threats-TS)

1. Early entry experience usage to handle unnecessary performance burden while increasing offering quality.
2. Usage of brand name to make a partnership with other companies and getting sponsors for simplified financial management for the created sister concern companies of Prime Land Pvt. Ltd.

#### Threat- Weakness strategies (Minimizing Weaknesses and avoid Threats- TW)

1. Strategic development (step-by-step) of the overall purchase of offered high-quality products through loaned intermediary agencies or position rostering of the existing employees of the company
2. Starting more small scale business both virtually or by advertising with the ongoing trend of buyer's choice of properties in Sri Lanka with the least amount at first and gradually proceed to increase the size of own areas regarding real estate purchase [8-10].

### Conclusion

The exploration discoveries make an end for the researcher on the matter of how the item nature of the land business improves the buying conduct of a customer. To meet with the current land business, the organization, and the supervisory crew of Prime Land Pvt. Unwavering quality alludes to the consistency of the examination and legitimacy alludes to how precise the exploration results are. For guaranteeing the boundaries of unwavering quality and legitimacy, the examination is consistently mindful to maintain a strategic distance from any deceptive data identifying with the exploration point. Dependability and legitimacy itself pronounce the inventiveness of the exploration

finding in each segment. The concluding figure for the selected topic can be like the following graphical representation (Figure 4).

### Recommendations

As indicated by the outcomes in the experimental investigation, the organization should expand the impact of critical positive components, for example, product quality and corporate picture. The organization ought to likewise lessen the impact of the huge negative factor, for example, the cost of land. Consideration ought to likewise be paid to the negative factors. The organization like Prime Land and other developer companies ought to take measures to address it and make it an upper hand instead of a soft spot for the organization. In the advertising correspondence part, a large portion of the individuals knows Prime Land Ltd. through the web. Television as the head of customary media positioned second. It requires the promotion of Prime Land Pvt. Ltd. to find the time and contribute more and web promoting besides increasing sustainable product quality improvement. Web advertising isn't as costly as making commercials on TV, however, it is as viable. In light of the examination the proposals for Prime Land Pvt. Ltd. can be closed into five angles:

- i. Controlling the cost
- ii. Enhancing the speculation on web-based promoting
- iii. Controlling the quality
- iv. Following the strategy of the nation
- v. Evaluation of the presumption procedure and own work

### Scope for further research

There are numerous extensions to drive the examination discoveries finishing up other related exploration points later on. The exploration discoveries ought to be deliberately examined and assessed to fill the holes of the examination to take it to facilitate procedures. The research opens up the doors to concluding remarks on developing the offerings efficiently. It also pulls light on how the consumer reacts to the matter of the purchase and what are facts that drive them to purchase their desired properties. Securing a property is can be a life-long dream for many people and so, services offered by a developer company should not be limited to the commercial aspect only.

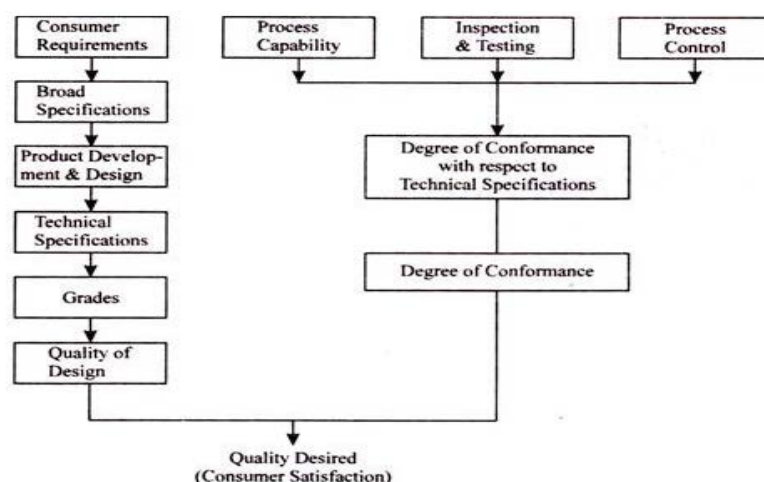


Figure 4: Meeting the product quality to match up Consumers a satisfactory level.

## Limitations of the research

Constraints of the examination are the properties of a technique that affect the delayed consequences or discoveries of the exploration. It is on a very basic level critical to figure out how to restrain the imperatives while conduction the entire examination procedure. Other limitations are time constraints, acquiring data of the selected company, making research limited to two attributed factors of quality and purchase behavior, etc. Henceforth, the findings within the boundary will surely help developer companies in Sri Lanka and other similar economic countries.

The most trending behavioral approach of mass people nowadays hovers to acquire a specific area to live on for their mental satisfaction. It is the person registered home to live on the next days of life. This issue has firmly increased due to the rapid and mostly uncontrolled increase of population within most of the countries. Now that, it is the conscious craving for men to settle up for a property that has the highest credential service and maintenance ease possibility; it leads them to the housing provider with the highest product quality offering. The easiest way is to redirect them to go for a trustworthy name in the REM providers. Now, narrowing down to a developing country such as Sri Lanka, its Real estate developers have rewarded investors with strong returns post 2009. It is the time when Sri Lanka saw the end of the civil conflict. When the real estate sector has always been a major factor in the development of the economy in every country. Regionally, Sri Lanka remains attractive as an emerging market, when considering the ROI on Real Estate. For an effective discussion, this paper states the linkage of consumer behavior to the highest quality housing provider offers to them. The paper discusses all the necessary factors to prove the enhanced purchase of supreme quality property company dealers like Prime LnadPvt. Ltd is a leading real estate company in Sri Lanka. However, the valuation of property is most vital for the real estate industry. It depends on the type of artifact, the real estate sector offers to its clients. For this industry, infrastructure quality is the most important factor. All the contributing factors, analyses reveal this lesson. This truth is supported by many theories and analyses to lead today's provider, meeting the original demand factor of the mass people.

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