

# A Build+

Return on Investment



Success of a construction Projects (builder's profit) highly depends on the fact how early Sales cycle (flats booking) get completed from initiation of construction Project

In general three channels are being used for Sales as follows

- Brokers
- Sales Executives
- Management

Sales Channel	Sales %	Efficiency Loss Reason	Loss%
Broker	75%	No clue of generated leads to you and potentials chances that broker may shift potential lead to your competitor for more brokerage without your knowledge Lack of co-ordination b/w you and brokers to generate dynamic offer in order to freeze sales	Undetermined
Sales Executive	20% (walk-in)	Due to high volume of leads per executive , Sales executive often misses a bunch of leads Due to manual process mostly, loose follow ups which ultimately vanishes prospect interest Due to high volume ,Inability of sales executive to maintain leads/prospect, their response and follow-ups dates beyond a limit	10%
Management	5% (Reference)	No concrete way to maintain leads/prospect, their response and follow-ups dates beyond a limit	50%

## Purchase Cycle

During Purchase cycle due to following reason few overheads occurs as follows

NO	Reason	Effects	Overhead%
1.	Multiple phone calls between Site managers, Purchase Managers and Supplier to fix a purchase order cycle (orders to good receipts)	Unrealized cost of phone bills for example more than 8000 call per site which typically having 200 purchase order	0.25%
2.	No concrete stock check for material availability (on Site and other Sites) before making a Purchase order for Material and Manual counting take resources time which ultimately results in additional cost	Each time stock counting by resource cost resource timing and ultimately to builder as salary to resources	0.25%
3.	Just in time purchase order for material requirements, doesn't give a chance to compare material price with other suppliers and sometimes builder ends up by giving higher price. Moreover for such kind of purchase order purchase manger or site manager won't have analytical data to bargain with Supplier by telling exact or Approx. amount of orders given to him earlier	Paying higher cost to supplier and with no bargaining power at hand	2%
4.	Just in time purchase order is cause of over stock at sites	Cost in stock adjustment and stock transfer	2%

So it can be easily assumed that due to above reasons total material cost increase up to 4.5-5 %

Avg. cost of construction /sq ft.	Rs.900-1000
total units/flats in project	100
Area of per flat/unit	1200 sq. feet
Avg. Total Cost	10.8- 12 crore
Money can be saved	55-60 lakhs

### **Group recall**

Abuildplus helps in group branding and make aware prospects/client to group branding

### **Make available Market data**

You don't need buy primary or secondary market data to start a fresh Email/SMS campaigns as Abuild plus keep previously closed /dead inquiries/leads

### **Make business information available from anywhere without being dependent on any other person**

Enable you to access information from without being dependent on any other person. It also helps to prevent information to be held with a specific person

### **Limited access to business information**

Make it possible to provide limited access to business information to your employees as per their designation