

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF THE BUILT ENVIRONMENT**

**DEPARTMENT OF QUANTITY SURVEYING**

**RESEARCH PROJECT**

**An analysis of strategies used by contractors to remain competitive in the construction industry (A Case Study of Harare and Bulawayo)**

By

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## **ABSTRACT**

The construction industry is subject to global competition, information technology, diversity and ethics (Luthans, 1995). Through competitive strategies, Local contractors (LCs) can keep abreast with the dynamic construction industry. The information was derived from responses to questionnaires and interviews administered to contractors. Additional support information was obtained from the study carried by Due Toit (2010), he argued that implementation of competitive strategies on the ground is far behind its importance. Secondary data was the main source of information contributing to this research and it was gathered from articles from the internet, books, and dissertations. The researcher found out that many challenges affected construction contractors in the market and various competitive strategies to manage them such as diversification, integration, competitive intelligence, joint venture partnership and sub-contracting although these strategies are not utilized to their maximum. It was concluded that the contractors under study are familiar with competitive strategies, but are not properly implementing them; hence this will crop more challenges which will derail and hinder growth. This goes hand in hand with what was highlighted by Due Toit (2010). Therefore, the researcher recommends that construction companies should adopt competitive strategies as part of decision making, tailored, transparent and inclusive.