



An analytical study on entrepreneurship, marketing strategies and HR policies of a construction company

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ABSTRACT :

The construction sector stands as a pivotal service industry within small and medium enterprises (SMEs), significantly influencing the progress and sustainability of the regions and countries where they are active. The objective of this research is to examine the entrepreneurial competencies of construction practitioners within the built environment, fostering advancements in the construction industry. This can be accomplished by assessing the creativity of construction practitioners, evaluating their propensity for risk-taking, and analysing the impact of human resource management on their contributions to the growth of the service sector. The entrepreneurial aptitude of construction practitioners plays a vital role in advancing the construction sector. A major reason for the difference between marketing in large and small enterprises is that while small enterprises have certain limitations such as limited resources related, e.g. to finance, time, marketing knowledge and expertise, most large firms have access to these resources. This suggests that difficult theories and sophisticated processes seem to be inappropriate in small enterprises. Many studies conducted on marketing have shown that the development of effective marketing strategies is by far a most important business activity that is vital for the survival and growth of construction industries. Despite its importance to the growth and survival of firms, most construction firms and for that matter construction firms in many developing countries are still struggling to accept marketing as an important business function. This problem has accounted for the failure of construction firms to develop effective marketing strategies to market their products and services. This study is articulated with the aim to explore the underlying marketing strategies of construction industries contracting firms and to prescribe measures to improve the marketing strategies. This paper focuses on entrepreneurship, marketing strategies and HR policies of a construction company

Keywords: Entrepreneurship, marketing strategies, HR policies

1: Introduction to the study and Research Methodology :

1.1 Introduction

Marketing strategies are crucial in the construction sector, given its unique complexities and challenges. Unlike other industries, construction contends with unpredictable cash flows, fluctuating profit margins, labour scarcities, and escalating material expenses. Remaining abreast of legalities, regulations, and emerging technologies is imperative. Consequently, effective construction marketing strategies assume heightened importance – obsolete or inadequate approaches could impede your construction enterprise's progress. A prevalent issue encountered by many construction firms is their struggle to expand at the desired pace, often attributed to the adoption of suboptimal marketing tactics. Evolving consumer behaviours further compound the intricacy of marketing endeavours. Additionally, the burdensome nature of legal documentation and administrative tasks exacerbates the difficulty in crafting viable strategies and blueprints. Successful marketing transcends conventional tools like brochures and promotional materials, necessitating alignment with the overarching objectives of the company. HR policies serve as a blueprint outlining how an organization will manage its personnel and assets. These foundational documents are formulated collaboratively by HR managers and company administrators. Familiarizing oneself with these policies pre-emptively is advisable to ensure prompt and appropriate responses to potential challenges. Human Resources (HR) policies constitute the cornerstone of any establishment, shaping the framework for employee administration, involvement, and overall organizational ethos. In the Indian context, developing robust HR policies is paramount for the prosperity and longevity of enterprises. Understanding the fundamental aspects of HR policies in India involves examining the legal framework, prevalent practices, and emerging trends. HR policies represent a set of directives, regulations, and protocols established by a company to govern its workforce. These policies serve as a structural guide for various business functions, encompassing recruitment, remuneration, employee perks, performance evaluation, talent retention, training initiatives, and adherence to statutory requirements. India boasts a robust legal architecture governing employment dynamics and HR procedures. Furthermore, the Shops and Establishments Act applies to commercial entities, overseeing working conditions, leaves, and holidays. The labour laws in India span a wide array of facets, including minimum wage standards, working hours, termination protocols, and employee welfare measures. It is imperative for organizations to uphold compliance with these statutes to ensure an equitable and ethical work environment.

1.2 Objectives and importance of the study

Marketing has become an essential business function for the success of every organization. Companies seeking growth in today's competitive environment must give regard to effective marketing as an important business function since marketing plays a critical role in the overall success of firms. Developing effective marketing strategies can offer substantial benefits for companies over their competitors. Research indicates that organizations that effectively implement the marketing concept or are market oriented through the development of effective marketing strategies enjoy superior business performance. The economic prosperity of firms including construction firms is closely tied to their marketing strategies because effectively used strategies will result in opportunities such as increase in profit, creation of awareness, professional appreciation by the public, increase in integration between related professionals, introduction of new trends and new development that makes the professional more attractive and therefore leads to competitive advantage. Thus, the survival of construction firms depends heavily on the effectiveness of marketing strategies implemented and the level of acceptance of the marketing concept as an important business function. It is essential therefore, to place importance on marketing and accept it as a legitimate business function, employ marketing experts for the development of marketing strategies and to mount an effective marketing program for the success of the firm. Paradoxically, it is in the construction firms that there is a lack of importance placed on marketing and as a result no expert is employed to oversee it, rather it is added to the responsibilities of others who may even have no knowledge about marketing.

Marketing in construction industries and for that matter contracting firms is an argumentative subject among both academics and practitioners. The development of marketing theories in SMEs has been rather inadequate and frequently depends on the application of conventional marketing models adopted by large companies. However, marketing in construction industries is widely different from that of large firms and this is agreed by construction industries' marketing researchers around the globe. In the same vein, construction industries' marketing has been branded as random, informal, loose, unstructured, spontaneous, reactive, built upon as well as conforming to industry norms. In construction industries, marketing is only used when needed and for that matter only little or no attention is paid to marketing plans, strategies, and analysis. The objectives of this research project are as follows:

1.3 Objectives

1. To study the entrepreneurship system of the construction company
2. To know the company's current marketing strategies.
3. To analyse the human resources policies of the construction company.

1.4 Scope and limitations of study

Marketing should be accepted as a legitimate function at all levels of the firm, professional education and training needs to be reviewed to reflect more management components such as strategic management of which marketing is key, firm-customer relationship was revealed by the study as the most significant marketing strategy that can improve the marketing performance of contracting firms. Contractors should therefore establish a good and long-term relationship with their customers and policy makers should ensure that the contractors in the industry give desired attention to marketing as a management function. In summary, the study findings support the idea that developing effective marketing strategies enhances a firm's performance and success in its industry, and that the influence of marketing is fundamentally related to its level of acceptance in the firm. These findings hold for both firms in developed and developing countries, and for small/medium and large firms alike. Construction industry runs on the entrepreneurial qualities, marketing policies and human resources policies extended. However small construction industries have limitations on marketing and HR related policies.

1.5 Research Methodology

Marketing research is any set of techniques used to gather information and better understand a company's target market. This might include primary research on brand awareness and customer satisfaction or secondary market research on market size and competitive analysis. Construction marketing is a series of promotional methods and strategies used by construction companies and their marketing teams to communicate their services to a target audience. Construction research provides a better understanding of the needs and requirements of companies involved in construction, modernization and restructuring of buildings and construction projects. Marketing research is a critical tool that businesses and organisations can use to gather valuable information about their target market and industry. By conducting research, businesses can gain insights into customer needs and behaviour, stay competitive, make informed decisions, manage risk, and measure success. Questionnaires are prepared for data interpretation and analysis.

1.5.1 Research methodology adopted

1. Personal interview with proprietor of the construction company.
2. Personal interview with stakeholders' various builders and labours.
3. SWOT analysis of the collected information.
4. Information collected from other companies.
5. Field visits to sites under construction and completed projects.
6. Information from various documents of company as brochures, deeds etc.

2. Introduction to the organisation

Introduction

The construction industry is the second largest industry of the country after agriculture. It makes a significant contribution to the national economy and provides employment to large number of people. The use of various new technologies and deployment of project management strategies has made it possible to undertake projects of mega scale. In its path of advancement, the industry has to overcome a number of challenges. The construction industry is a vast and multifaceted sector that encompasses the planning, design, financing, construction, renovation, and maintenance of buildings, infrastructure, and various civil engineering projects. Padmavati Developers is a medium size construction company situated at Mohan market, Station Road, Ichalkaranji. Padmavati Developers was established in 1992 with the prime motive of construction of small houses. Padmavati Developers is a construction company is a business that builds a variety of structures, including buildings, roads, highways, and other construction projects. Their primary function is to develop, coordinate, and manage construction projects. Construction is the process of constructing a building or infrastructure. Padmavati Developers focusses on building Construction which is the process of adding structure to real property. Construction of buildings and infrastructures plays an important role in the development of countries. Construction differs from manufacturing, which involves mass production of similar items without a designated purchaser, while construction it takes place in a location for a known client. Construction starts with planning of building or infrastructure for construction, design of layout for construction and financing or costing require for construction. A small-scale construction includes the construction of houses, residential apartments, buildings, etc. Large scale construction includes constructions of Residential projects, bridges, infrastructures, etc. Large scale construction requires collaboration of multiple disciplines, referred to as mega projects. Building constructions are made of public construction and private construction. Public construction includes the construction under government projects such as building of offices, construction of bridges, railways, highways, mega projects, etc. Private construction includes the construction of houses, apartments and complexes, private building projects, etc.

Brief History of organisation

Padmavati Developers in Ichalkaranji is one of the leading businesses in the Builders & Developers. Also known for Builders & Developers, Civil Contractors, Construction Contractors, Construction Companies, Building Contractors, Civil Contractors for Residential, Property Developers, Commercial Builders and much more. In the intricate tapestry of construction and development, Padmavati Developers weaves a story of architectural brilliance and innovation. With a commitment to transforming spaces into living works of art, they go beyond the conventional, adding a touch of uniqueness to every project they undertake. As pioneers in the industry, Padmavati Developers takes pride in not just constructing buildings but crafting experiences spaces that echo the dreams and aspirations of those who inhabit them. As your trusted partner on this transformative journey, Padmavati Developers brings a blend of tradition and modernity, creating structures that stand as timeless landmarks. Their dedication to quality craftsmanship and attention to detail ensures that each brick laid, and every design element incorporated, contributes to the overall magnificence of the finished project. Nestled in the heart of Padmavati Developers boasts a rich legacy in the field of construction and development, dating back to 1992. Over the years, they have become an integral part of the city's architectural landscape. Their strategic location near Mohan Market ensures that they are conveniently accessible, making them the preferred choice for individuals and businesses alike. Renowned for its commitment to quality and efficiency, Padmavati Developers emerges as a reliable partner in crafting spaces that resonate with your dreams.

2.3 Services Provided by Padmavati Developers

As seasoned builders and developers, Padmavati Developers offers a comprehensive suite of services dedicated to bringing your visions to life. Their primary focus is on creating residential and commercial spaces that harmonize with your lifestyle or business requirements. For discussions about specific construction and development needs, clients feel free to connect with them directly to Build Dreams with Padmavati Developers. With a legacy spanning over years, Padmavati Developers brings a wealth of knowledge and innovation to the construction and development industry. Their dedicated team understands the intricacies of building structures that not only meet but exceed expectations. Padmavati Developers prioritizes the quality of craftsmanship, earning the trust of clients for their unwavering commitment to excellence. Continually evolving to incorporate the latest advancements in construction, Padmavati Developers seamlessly blends traditional values with modern efficiency. This ensures that each project undertaken is a testament to architectural brilliance and is completed within stipulated timelines. Recognizing that every structure is unique, Padmavati Developers collaborate closely with clients, ensuring personalized solutions that reflect the essence of their dreams. When it comes to construction and development, Padmavati Developers stands out as a reliable and experienced partner in Ichalkaranji. Their commitment to quality, comprehensive services, and personalized approach makes them the preferred choice for individuals and businesses seeking professional and visionary Builders and developers. They take pride in their ability to turn your aspirations into concrete realities, making your dream space a tangible and extraordinary masterpiece.

2.4 Padmavati Developers Location and Overview

Established in the year 1992, Padmavati Developers in Station Road, Ichalkaranji is a top player in the category Builders & Developers in the Ichalkaranji. This well-known establishment acts as a one-stop destination servicing customers both locally and from other parts of Ichalkaranji. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services has helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company.

Soon, this business aims to expand its line of products and services and cater to a larger client base. In Ichalkaranji, this establishment occupies a prominent location in Station Road. It is an effortless task commuting to this establishment as there are various modes of transport readily available. It is at Station Road, Near Mohan Market, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Builders & Developers, Civil Contractors, Construction Contractors, Construction Companies, Building Contractors, Civil Contractors for Residential, Property Developers, Commercial Builders.

2.5 Padmavati Developers Products and Services offered

Padmavati Developers in Station Road has a wide range of products and/or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as BHIM, Cash, Cheques, GPay, NEFT, Paytm, PhonePe, RTGS, UPI.

3. Theoretical Background and Literature Review

3.1 Introduction

This part is related to theoretical background of Entrepreneurship in construction sector, marketing strategies and human resource policies of construction company. This topic also covers the literature review of the work carried out by various researchers in the construction field.

3.1.1 Entrepreneurship in construction sector

A construction industry entrepreneur is a leader who is driven to create successful businesses in the construction sector. They have a strong vision and the skills to turn that vision into reality. Entrepreneurship in construction may look a little different from other industries, but contractors must face many of the same challenges. These include how to pay staff, how to manage project communication, how to keep clients happy and how to land that next contract. Entrepreneurship can be applied to any aspect of civil engineering, such as design, construction, management, or research. Entrepreneurship in civil engineering can explore various entrepreneurial opportunities in the construction sector. Entrepreneurship in the construction industry involves identifying opportunities, creating innovative solutions, managing risks, and building successful businesses within the context of the construction sector. Here are some key aspects of entrepreneurship in the construction industry:

1. **Identifying Market Needs:** Successful entrepreneurs in construction identify gaps or needs within the market, such as demand for affordable housing, sustainable building materials, or innovative construction techniques.
2. **Innovative Solutions:** Entrepreneurs in construction often develop innovative solutions to address challenges in the industry, such as implementing new technologies like 3D printing, robotics, or virtual reality for design and construction processes.
3. **Project Management:** Effective project management is crucial for entrepreneurs in the construction industry to ensure that projects are completed on time, within budget, and to the satisfaction of clients. This involves coordinating resources, managing subcontractors, and adhering to regulatory requirements.
4. **Risk Management:** Construction projects can be complex and involve various risks, including cost overruns, delays, and safety hazards. Entrepreneurs must assess and mitigate these risks through careful planning, insurance coverage, and adherence to safety protocols.
5. **Financial Management:** Successful entrepreneurs in construction understand the financial aspects of their business, including budgeting, cash flow management, and securing financing for projects. They also monitor expenses closely to ensure profitability.
6. **Networking and Relationship Building:** Building relationships with clients, suppliers, subcontractors, and industry stakeholders is essential for entrepreneurs in construction to generate business opportunities, secure contracts, and maintain a positive reputation in the industry.
7. **Adaptability and Flexibility:** The construction industry is subject to economic fluctuations, changes in regulations, and advances in technology. Entrepreneurs must be adaptable and flexible to navigate these challenges and capitalize on new opportunities.
8. **Sustainability and Environmental Considerations:** With growing concerns about environmental sustainability, entrepreneurs in construction are increasingly focusing on green building practices, energy efficiency, and use of renewable materials to minimize environmental impact and attract environmentally conscious clients.
9. **Compliance and Regulations:** Entrepreneurs must stay informed about relevant regulations and building codes to ensure compliance and avoid legal issues that could impact their business.
10. **Brand Building and Marketing:** Establishing a strong brand and marketing presence is important for entrepreneurs to differentiate themselves from competitors and attract clients. This may involve showcasing past projects, leveraging testimonials and referrals, and utilizing digital marketing strategies.

Entrepreneurship in the construction industry requires a combination of business acumen, technical expertise, and creativity to succeed in a highly competitive and dynamic market.

3.1.2 Marketing policies in Construction industry

Builders in the construction industry employ various marketing strategies to attract clients and promote their services. Here are some common marketing policies used by builders:

1. **Online Presence:** Builders maintain a strong online presence through websites, social media platforms, and online directories. This includes showcasing past projects, highlighting expertise, and providing contact information for potential clients to reach out.
2. **Search Engine Optimization (SEO):** Builders optimize their websites and online content to improve their visibility in search engine results. This involves using relevant keywords, creating valuable content, and optimizing website performance to attract organic traffic.
3. **Content Marketing:** Builders produce informative and engaging content, such as blog posts, articles, videos, and infographics, to demonstrate their expertise and educate potential clients about construction-related topics.
4. **Email Marketing:** Builders collect email addresses from clients, prospects, and industry contacts to send newsletters, updates, and promotional offers. Email marketing helps builders stay top-of-mind with clients and nurture leads over time.
5. **Networking:** Builders participate in industry events, trade shows, and networking groups to connect with potential clients, architects, engineers, suppliers, and other industry professionals. Networking helps builders build relationships and generate referrals.
6. **Referral Programs:** Builders incentivize past clients, partners, and contacts to refer new business by offering rewards or discounts for successful referrals. Referral programs are a cost-effective way to generate leads and build trust through word-of-mouth recommendations.
7. **Partnerships and Collaborations:** Builders collaborate with real estate agents, architects, interior designers, and other professionals to expand their reach and offer comprehensive services to clients. Partnerships can lead to mutual referrals and enhance the builder's credibility.
8. **Targeted Advertising:** Builders use targeted advertising channels, such as Google Ads, social media ads, and industry publications, to reach specific demographics or geographic areas. Targeted advertising allows builders to maximize their marketing budget and reach relevant audiences.
9. **Customer Reviews and Testimonials:** Builders encourage satisfied clients to leave positive reviews and testimonials on their website, social media profiles, and third-party review sites. Customer reviews build trust and credibility, influencing potential clients' decision-making process.
10. **Community Involvement:** Builders engage with their local communities through sponsorships, charity events, volunteer work, or participation in community development projects. Community involvement enhances the builder's reputation and fosters goodwill among residents.

By implementing these marketing policies, builders can effectively promote their services, attract clients, and differentiate themselves in a competitive construction market.

3.1.3 Human Resources (HR) policies in construction industry

Human resources (HR) policies in the construction industry, particularly for builders and workers, encompass a range of guidelines and procedures aimed at managing workforce relations, ensuring safety, and maintaining productivity. Here are some common HR policies implemented by builders for their workers:

1. **Health and Safety Policies:** Given the inherently hazardous nature of construction work, builders typically have strict health and safety policies in place. These policies outline procedures for identifying and mitigating risks, providing appropriate safety equipment, conducting regular safety training, and maintaining compliance with regulatory standards such as OSHA (Occupational Safety and Health Administration) requirements.
2. **Work Hours and Overtime:** HR policies often define standard work hours, breaks, and rules regarding overtime pay for construction workers. Builders may establish clear guidelines to ensure compliance with labor laws and fair compensation for additional work hours.
3. **Employee Classification:** Builders must classify workers correctly as either employees or independent contractors, adhering to legal requirements. Clear policies help avoid misclassification issues and ensure proper payment of wages, benefits, and taxes.
4. **Compensation and Benefits:** HR policies outline compensation structures, including wages, bonuses, and benefits such as health insurance, retirement plans, and vacation leave. Builders may offer competitive compensation packages to attract and retain skilled workers in a competitive labor market.
5. **Equal Employment Opportunity (EEO) and Anti-Discrimination:** Builders must maintain policies promoting equal employment opportunities and prohibiting discrimination based on factors such as race, gender, age, disability, or religion. These policies help foster a diverse and inclusive work environment while ensuring compliance with antidiscrimination laws.
6. **Training and Development:** Builders invest in training and development programs to enhance the skills and knowledge of their workforce. HR policies may outline opportunities for ongoing training, apprenticeships, or certifications to improve job performance and career advancement prospects for workers.
7. **Employee Relations and Grievance Procedures:** Builders establish protocols for addressing employee grievances, disputes, or conflicts in a fair and timely manner. These policies promote open communication, conflict resolution, and a positive work environment conducive to productivity and morale.
8. **Drug and Alcohol Policies:** Given the safety-sensitive nature of construction work, builders often have strict policies prohibiting drug and alcohol use on the job site. These policies may include pre-employment drug screenings, random testing, and consequences for violations to ensure a safe work environment for all employees.
9. **Attendance and Punctuality:** HR policies may specify expectations regarding attendance, punctuality, and reporting absences or tardiness. Clear guidelines help maintain productivity and accountability among construction workers, minimizing disruptions to project timelines.

10. **Termination and Separation:** Builders establish procedures for terminating employment or separating from workers due to performance issues, layoffs, or other reasons. HR policies outline the process for conducting exit interviews, returning company property, and providing final compensation to departing employees.

Effective HR policies in the construction industry are essential for promoting workforce well-being, safety, and productivity while ensuring compliance with legal and regulatory requirements. Builders must regularly review and update these policies to adapt to changing business needs, industry standards, and labour laws.

3.2 Literature Review

Awodele I.A. et al (2020), reports adopting suitable marketing strategies have the tendency to positively improve a firm's performance, client satisfaction and overall revenue generation drive of a firm. The study adopted a questionnaire technique in collecting data on the perception of construction professionals on the factors influencing the choice of marketing strategies adopted by their firms. The study, thus, concluded that the firm's employee knowledge base and competencies and technological innovation plays a critical role in the adoption of suitable marketing strategies in the construction industry.

Siew, R.Y. J. (2014), expresses that while environmental sustainability has been the subject of much debate in the last decade, it was not until recently that attention started to shift towards human resource management as an enabler for sustainability.

Kurien S.A. (2004), Many respondents expressed that good word of mouth and networking was important to stay in business. Individuals working in the marketing department did most of the service selling and were usually the first people to go to the new market. Some companies also indicated that over 50 % of the work was obtained through repeat clients thus highlighting the importance of relationship selling.

Mokhtariani M. et al (2017), reports in his research that successful companies are strongly committed to marketing management. However, marketing is either misunderstood or completely neglected in many construction companies, mainly due to the difficulty of applying conventional marketing in the industry, accompanied by the lack of sufficient research on the nature of marketing and tailored marketing theories and strategies for the construction.

Nihās S. et al (2013), comprehend that the Indian Construction industry occupies the price based or owner-controlled quadrant. A price-based system forces an expert vendor to drop quality and resort to minimum standards since they are constrained by a low and inappropriate budget. Best Value will aim to change this prevailing scenario to the value-based system. The change in paradigm has yielded success in other countries where Best Value has been applied. This new model may result in curing the Indian Construction industry's inefficiency problems and will help enhance the value of projects that are to be undertaken at a very large scale.

Kumar H. and Srivastava P. (2022), concludes that the industry is coming up with the advertising, that aids in unlocking the lock of the puzzle of profits and fetch high growth in the Indian cement industry. In addition, numerous other sorts of strategies aid in more development in the cement industry, the marketing mix role plays a vital role in bringing more productivity, but a few challenges are faced between the contractors and the seller, but Indian cement companies are very soon coming up with the innovations to eradication such issue faced and fetch the appropriate solutions of it. The usage of upgraded technologies makes the Indian cement industry more functional and accessible to sundry other profits.

Naranjo G. et al (2011), report that three topics are of most interest to researchers: marketing strategies, stakeholder satisfaction, and marketing effects. This could be because researchers want to materialize construction marketing and one way is to establish how to implement it, to know what construction enterprises should do, to determine real and tangible advantages, and their effects for stakeholders. Since client satisfaction is one of the main objectives of marketing, this is therefore an aspect that deserves attention.

Ping C.H. et al (2019), examines the extent to which human resource management practices have direct impacts on organizational performance from various critical perspectives. Comparing with many other industries which depend on new emerging technologies in order to improve their performances, construction industry is still a low-tech and labour-intensive sector; thus, human capital is the most imperative and usually the costliest resource deployed within it. As a result, HR practitioners need to constantly look out for ways to maximize the use of human resources for enhancing organizational performance. Several previous research on this issue have been discussed in this paper to enable authors to develop a conceptual framework that explains the relationship between human resource management practices and organizational performance. Effective marketing plays an important role in the overall success of companies and it is critical for any business to grow in the competitive environment. However, construction firms are unyielding to the complete adoption of comprehensive and effective marketing strategies to improve their performance and position in competition within the construction industry.

Eze E.C. et al (2018), says in his research that adopting suitable marketing strategies have the tendency to positively improve a firm's performance, client satisfaction and overall revenue generation drive of a firm. The study adopted a questionnaire technique in collecting data on the perception of construction professionals on the factors influencing the choice of marketing strategies adopted by their firms. The outcome of this study will help construction professionals and construction-based firms to devote and utilize a good percentage of managerial and organisational resources in the best way possible, on the most important variables that influence marketing decision for better marketing strategies to strengthen their competitive position and profit maximization and revenue drive.

Malkani Z.A.K. and Kambekar A.R. (2013), mention that the HRM practices commonly adopted by various companies were either formal method or informal method or both and some of the issues are regarding the HR functions, employee hiring rules, firing rules, finding sources of new employees, HR plans, training, job description and performance appraisal. It was observed that though most of the companies have a separate department for managing their human resource only few companies follow the formal practices completely. On the other hand, in most company formal HRM systems tend to be under-utilized.

Chukwuemeka P.O. (2016), in his study found that the variable maintaining a strong pool of professionals to boost company image is the highest-ranking marketing strategy used by the indigenous construction firms covered by the study. Impliedly, indigenous construction firms should prioritise the engagement of suitably qualified construction professionals, as this helps to attract jobs, and increase firm performance.

Mokhtariani M. et al (2017), reports marketing management plays a crucial role in successful companies. However, marketing has been either misunderstood or entirely neglected in numerous construction companies because it is difficult to apply conventional marketing strategies due to specific characteristics of the industry. This study systematically investigates the characteristics of the construction industry and their effects on marketing management.

Petrova R. (2020), express that digital platforms for education are one of the newest and most effective online tools for collaboration and knowledge accumulation. The construction industry could benefit from such a platform to prepare a new generation of building entrepreneurs. The web-based platform has many advantages like creating new ecosystems of data, information, knowledge, people, processes and things. Therefore, the article entitled Digital Platform for Building Entrepreneurial Skills and Competitiveness in The Construction Sector presents a modern way of obtaining business skills. It models an affordable, user-friendly digital system for learning and teaching the best practices in the construction industry.

4.Data Analysis and Interpretation

4.1 Introduction

This part covers information associated with data collection method, sampling design source of data, research methodology adopted, analytical tools. The topic covers data analysis and interpretation of survey conducted for entrepreneurship requirements, Marketing strategies and Human resource policies of Padmavati Developers, Ichalkaranji.

4.2 Data collection method

Collection of data is the first step in statistics. The data collection process follows the formulation for research design including the sample plan.

4.2.1 Primary Data

Collection of Primary Data during the study or research can be through observations or through direct communication with respondents on one form or another or through personal interviews. Primary data is collected by means of a questionnaire. The questionnaire was formulated keeping in mind the objectives of the research study.

4.2.2 Secondary data

Secondary data means data that is already available i.e., they refer to data, which has already been collected and analyzed by someone else. When secondary data is used, the researcher has to look into various sources from where he can obtain data. This includes information from site visits, website, various books, periodicals, magazines etc.

4.3 Sampling Design

Convenience Sampling, as the name implies, is based on the convenience of the researcher who is to select a sample. Respondents in the sample are included in it merely on account of their being available on the spot where the survey was in progress.

4.4 Source of Data

a) **Primary Data:** Structured Questionnaires, site visits. b) **Secondary Data:** Journals, Booklets, Company data, etc.

4.5 Research Methodology Adopted

Research Design: Descriptive research., Research Instrument: Structured Questionnaire

4.6 Sampling Plan

i) **Sample Method:** Non-Probability Sampling (Convenience Sampling)

ii) **Sample Size:** A) Owner interview questionnaire, B) Construction workers: 30 for HR policies, C) Customers / Clients: 30 For Marketing strategies, D) Mixed sample- 30 Builders, Construction workers, Customers for entrepreneurship strategies

iii) **Sample Unit:** Construction workers who do not hold a supervisory position, builders in the city and clients of earlier projects.

Limitations:

1. Interviews of limited number of Builders and labours was conducted because of lack of time.
2. Access to sensitive information belonging to the construction company was limited.

4.7 Analytical tools

4.7.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

4.7.2 Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart. A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

4.7.3 Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

4.8 Analysis and Interpretation from site visits.

Site visits are critical components of construction project management, offering invaluable opportunities for observation, assessment, and decision-making. The importance of site visits cannot be overstated, as they provide firsthand insights into various aspects of the project.

Site visits are indispensable for construction projects as they enable progress monitoring, quality control, safety compliance, effective communication, problem-solving, and client engagement. By actively observing and engaging with the construction process on-site, project teams can ensure successful project outcomes and deliver projects that meet or exceed expectations.

4.10 Interpretation from site visits

During several site visits to construction work, various observations depending on objectives and focus areas were made. Following observations were made in site visits:

1. Progress of Work: The overall progress of the construction project compared to the timeline and milestones was lagging.
2. Quality of Workmanship: Evaluation of the quality of the construction work, including the precision of measurements, craftsmanship, and adherence to specifications was good.
3. Safety Compliance: When observed whether safety protocols and regulations are being followed on-site it was found very primary level safety precautions are taken.
4. Material Management: Materials are being handled, stored, and used on-site in satisfactory conditions. Some dead inventory found, and material waste observed.
5. Equipment Usage: The efficiency and proper use of construction equipment and machinery was observed. No equipment malfunctions or maintenance need observed.
6. Site Organization and Cleanliness: The organization premise and cleanliness of the construction site was acceptable.
7. Environmental Impact: No environmental impact was observed.
8. Coordination Among Trades: Different trades or subcontractors were coordinating their work on-site. No instances of collaboration that may affect progress was observed.
9. Communication and Coordination: Effectiveness of communication channels and coordination efforts among project stakeholders, including contractors, subcontractors, and project managers was good.
10. Client Satisfaction: Client's satisfaction was observed during visit.
11. Documentation and Record-Keeping: Good record-keeping and compliance with contractual requirements was seen at sites.

4.11 Data Analysis and Interpretation for entrepreneurship.

The survey was carried out with the questionnaire with Likert scale. Construction workers, Builders and customers were contacted for the survey. The following tables and graphs show the response received from the mixed population regarding entrepreneurship.

Source for Table No. 4.1 to 4.40 is primary data. (Source: Primary data)

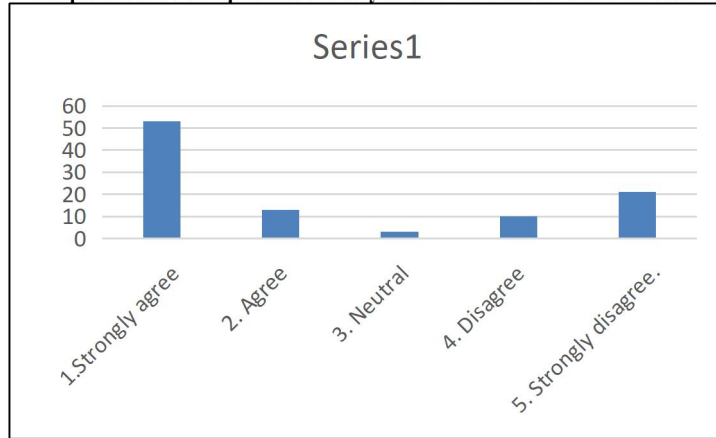
Responses received to questions are interpreted and analyzed below-

Table No. 4.1: Entrepreneur's ability to take risks on uncertain situations.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	53

2.	Agree	13
3.	Neutral	3
4.	Disagree	10
5.	Strongly disagree.	21

Graph No. 4.1: Entrepreneur’s ability to take the risks on uncertain situations.



Interpretation:

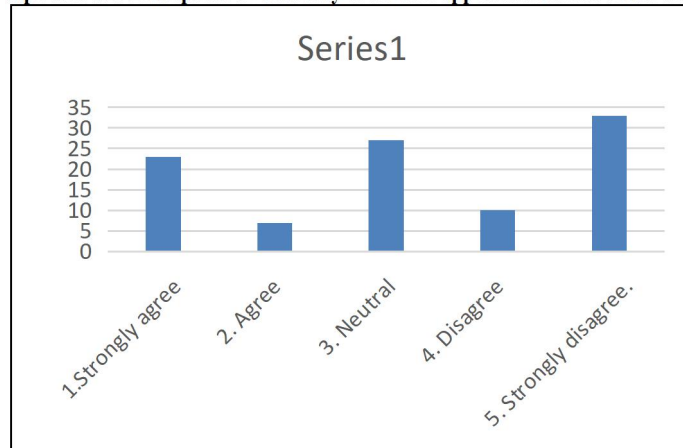
53% respondents are strongly agreeing and 21% are strongly disagree.

Analysis: Entrepreneur can still take the risks to make the progress in the market. Entrepreneurs face multiple risks such as bankruptcy, financial risk, competitive risks, environmental risks, reputational risks, and political and economic risks. Entrepreneurs must plan wisely in terms of budgeting and show investors that they are considering risks by creating a realistic business plan.

Table No. 4.2: Entrepreneur tendency to foresee opportunities and seizes them.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	23
2.	Agree	7
3.	Neutral	27
4.	Disagree	10
5.	Strongly disagree.	33

Graph No. 4.2: Entrepreneur tendency to foresee opportunities and seizes them.



Interpretation:

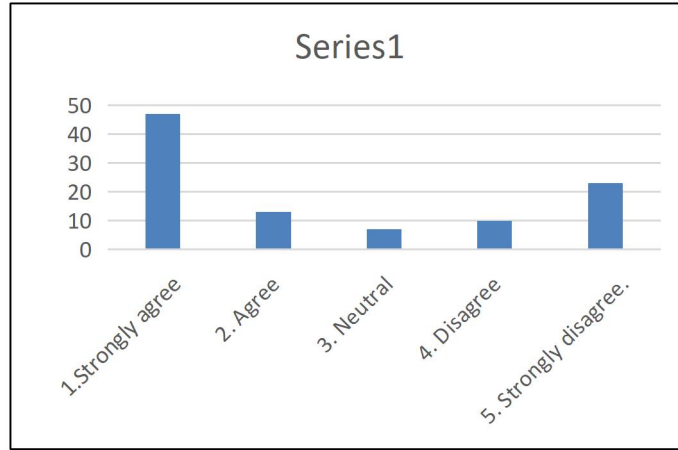
23% respondents are strongly agreeing & 33% are strongly disagree. 27% are Neutral.

Analysis: Entrepreneur must take the risks to make the progress in the market. Seizing opportunities is an essential part of Entrepreneurship. Identifying opportunities, taking risks, and acting quickly are all key to success. By having an open mind & being willing to take calculated risks, you can put yourself in the best position to seize opportunities when they arise.

Table No. 4.3: Entrepreneur’s skill to collect & organize the various factors of production.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	47
2.	Agree	13
3.	Neutral	7
4.	Disagree	10
5.	Strongly disagree.	23

Graph No. 4.3: Entrepreneur’s skill to collect & organize the various factors of production.



Interpretation:

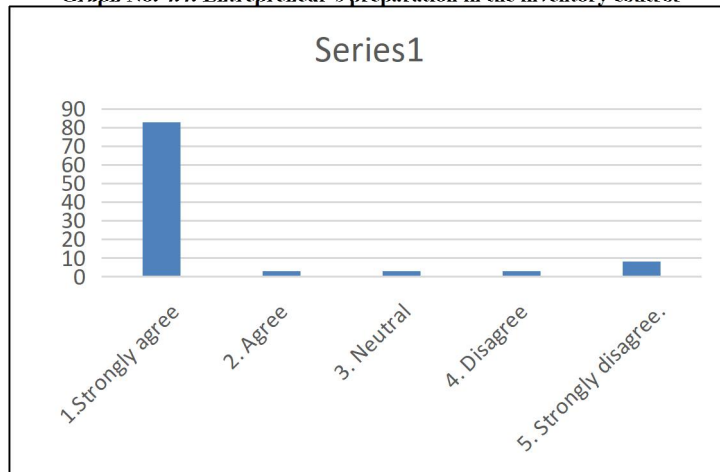
47% respondents are strongly agree, 7% are neutral & 23% are strongly disagree.

Analysis: The Entrepreneur provides all the factors of production - land, labour, capital and enterprise himself and constantly innovates his business to stay competitive within the limited resources.

Table No. 4.4: Entrepreneur’s preparation in the inventory control

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	83
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	8

Graph No. 4.4: Entrepreneur’s preparation in the inventory control



Interpretation:

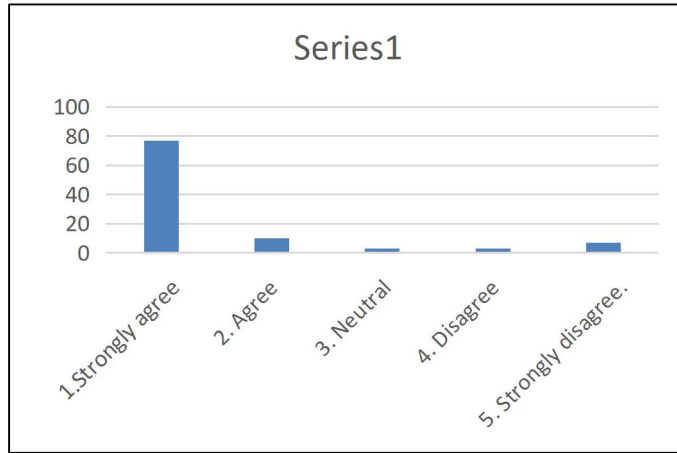
83% respondents are strongly agree, 3% are Neutral and 8% are strongly disagree.

Analysis: Entrepreneur must purchase an Inventory management software which allows companies to track their inventory levels by monitoring purchase orders, inventory levels, price, and frequency of purchases. Tracking inventory allows procurement to perform data analysis on their purchases, highlight trends and patterns, and make changes in their ordering process.

Table No. 4.5: Entrepreneur’s smooth co-ordination in the various factors of production

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	77
2.	Agree	10
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	7

Graph No. 4.5: Entrepreneur’s smooth co-ordination in the various factors of production



Interpretation:

77% respondents are strongly agree, 3% respondents are Neutral & 7% are strongly disagree.

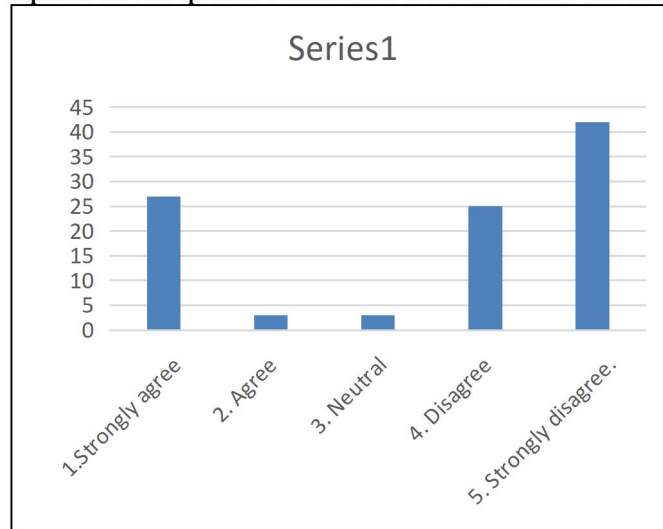
Analysis: Entrepreneurs coordinates the factors of production to ensure a smooth workflow and optimal use of resources. The factors of production are land, labour, capital, and Entrepreneurship. Entrepreneurs use these factors to generate higher productivity at the lowest cost.

Table No. 4.6: Entrepreneur’s maintenance of cordial relations with labour.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	27
2.	Agree	3
3.	Neutral	3
4.	Disagree	25
5.	Strongly disagree.	42

(Source: Primary data)

Graph No. 4.6: Entrepreneur’s maintenance of cordial relations with labour.



Interpretation:

27% respondents are strongly agreeing and 3% are strongly disagree. 42% respondents are Neutral. 25% are disagree.

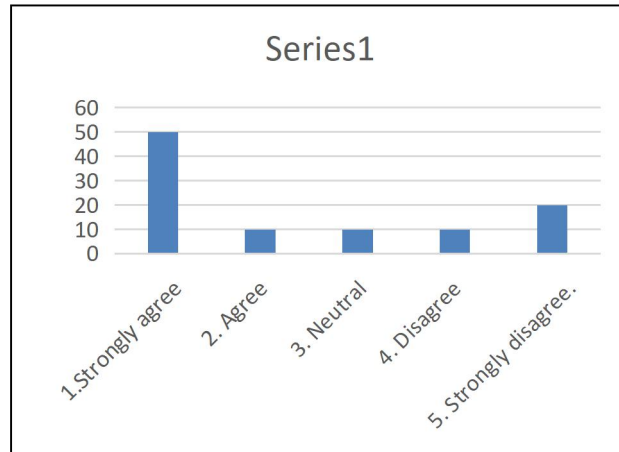
Analysis: There is great need of industrial relations which are that aspect of management which deals with the manpower of the establishment whether operators, skilled workers. Cordial and peaceful Industrial relations between the employer and employee are necessary for improving the productivity and thus the economic growth of the country.

Table No. 4.7: Entrepreneur awareness about competition around.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	50
2.	Agree	10
3.	Neutral	10
4.	Disagree	10
5.	Strongly disagree.	20

(Source: Primary data)

Graph No. 4.7: Entrepreneur awareness about competition around.



Interpretation:

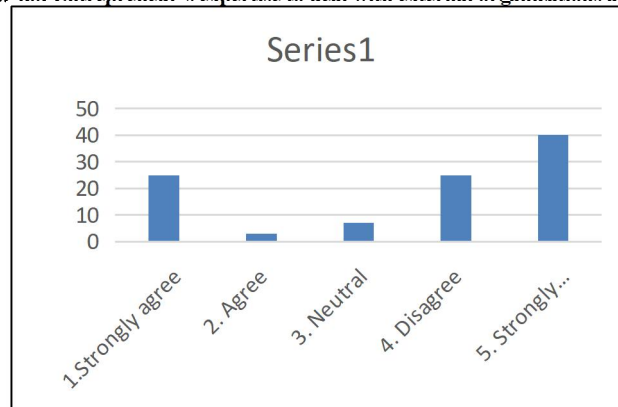
50% respondents are strongly agreeing, 10% are Neutral and 20% are strongly disagree.

Analysis: Entrepreneur must be able to communicate his vision, build a strong team, and navigate an ever-changing landscape better than their competition. It might not feel that way, but coming up with the idea is the easy part.

Table No. 4.8: Entrepreneur’s expertise to deal with external organizations and agencies.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	25
2.	Agree	3
3.	Neutral	7
4.	Disagree	25
5.	Strongly disagree.	40

Graph No. 4.8: Entrepreneur’s expertise to deal with external organizations and agencies.



Interpretation:

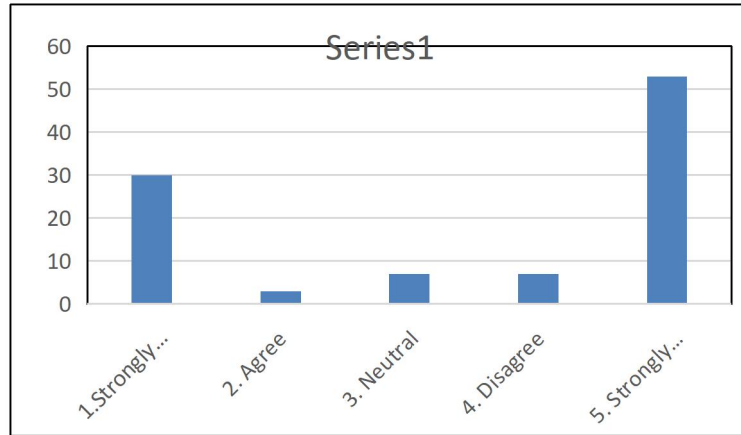
25% respondents are strongly agreeing, 7% respondents are Neutral and 40% are strongly disagree. 25 % respondent are disagreed.

Analysis: Entrepreneur must undertake a new business and the risks and rewards that come with it. Entrepreneur cannot emerge from the vacuum. Entrepreneurship development depends upon the environment (both external and internal) within which the Entrepreneurs must do their business. Entrepreneurs are closely associated with the existing as well as the past Entrepreneurial activities of the society. Business opportunities are identified from the social, political and economic crisis and in turn these crises become the favourable climate for the Entrepreneurs to innovate new business ventures. From this perspective, it is true that Entrepreneurial activities are the resultant efforts of the prevailing Entrepreneurship development programmes.

Table No. 4.9: Entrepreneur’s management of human resources within the unit.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	30
2.	Agree	3
3.	Neutral	7
4.	Disagree	7
5.	Strongly disagree.	53

Graph No. 4.9: Entrepreneur’s management of human resources within the unit.



Interpretation:

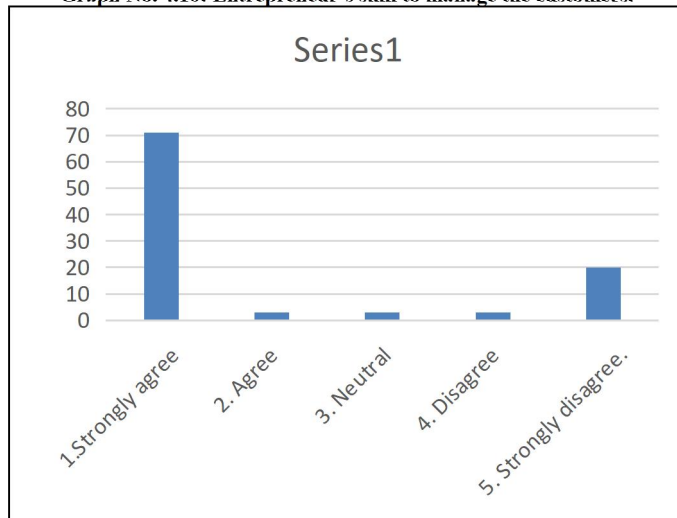
30% respondents are strongly agreeing, 7% respondents are Neutral and 53% are strongly disagree.

Analysis: There is need of enhancing human resource management which intertwines leadership, culture, and strategy to shape staffing dynamics and prospects in a company. Entrepreneurs, often being founders, hold a significant impact on an organization's beliefs and culture, defining its identity and driving results through behaviour. Need of more work on manpower management is expected.

Table No. 4.10: Entrepreneur's skill to manage the customers.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	71
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	20

Graph No. 4.10: Entrepreneur's skill to manage the customers.



Interpretation:

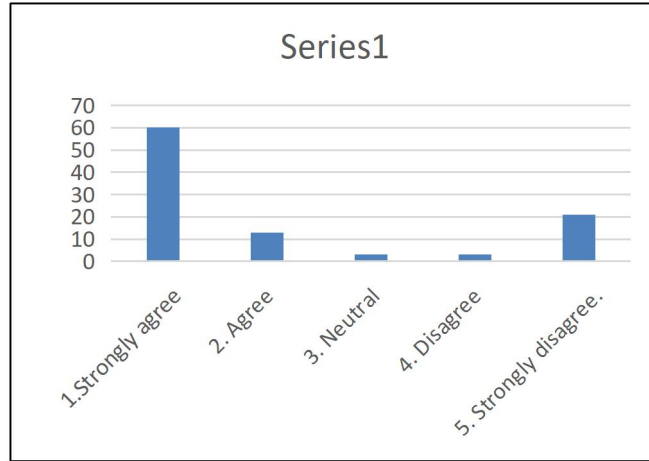
71% respondents are strongly agreeing and 3% are strongly disagree. 20% are Neutral.

Analysis: Customer relationship management is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. Padmavati developer has good connection with customers.

Table No. 4.11: Entrepreneur's knowledge to manage the finance.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	60
2.	Agree	13
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	21

Graph No. 4.11: Entrepreneur's knowledge to manage the finance.



Interpretation:

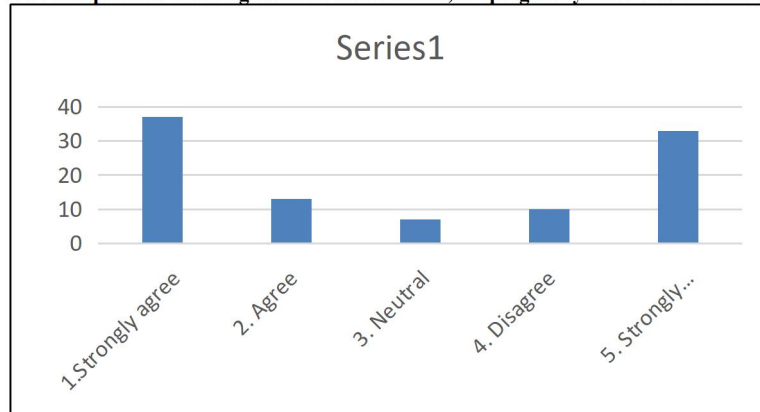
60% respondents are strongly agreed, 3% are Neutral & 21% are strongly disagree.

Analysis: In business, financial management is the practice of handling a company's finances in a way that allows it to be successful and compliant with regulations. That takes both a high-level plan and boots-on-the-ground execution. Still finance management tools can be incorporated in the business.

Table No. 4.12: Entrepreneur’s management in construction, keeping an eye and demand and quality.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	37
2.	Agree	13
3.	Neutral	7
4.	Disagree	10
5.	Strongly disagree.	33

Graph No. 4.12: Entrepreneur’s management in construction, keeping an eye and demand and quality.



Interpretation:

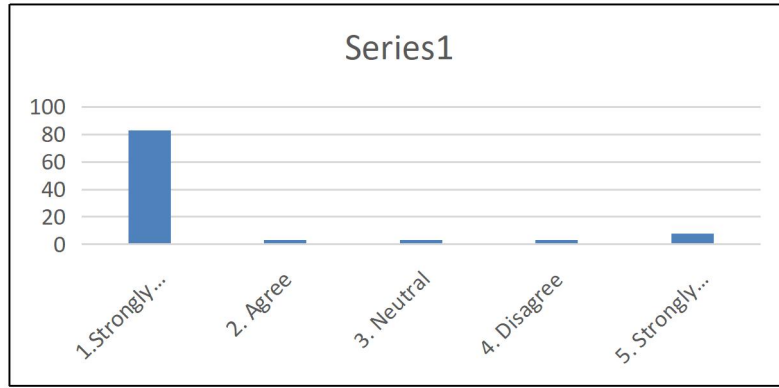
37% respondents are strongly agreeing, 7% respondents are Neutral and 33% are strongly disagree. 13% are agree and 10% are disagree.

Analysis: An entrepreneur should keep his mindset such that it enables company to think outside the box. It is true that the economic growth depends upon the existence of the technical progress. The level of technical progress in turn depends upon the existence of the Entrepreneurs. In other words, the economic growth is the resultant effect of the existing as well as future demand for and supply of Entrepreneurs.

Table No. 4.13: Entrepreneur control to ensure the quality of the construction.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	83
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	8

Graph No. 4.13: Entrepreneur control to ensure the quality of the construction.



Interpretation:

83% respondents are strongly agree, 3% respondents are Neutral & 8% are strongly disagree.

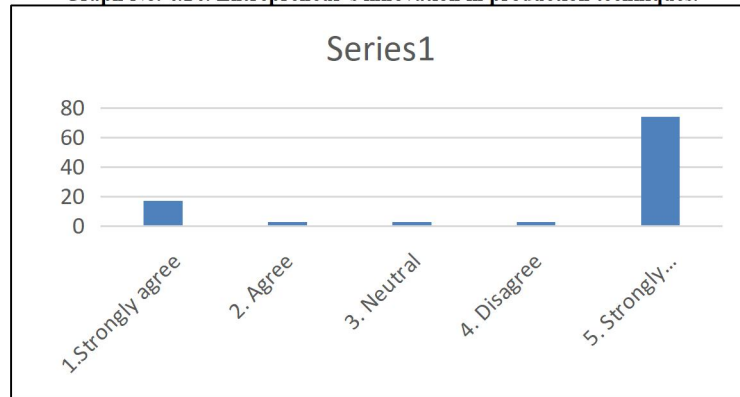
Analysis: Quality of construction is strength. Entrepreneurs engage in production activities, which involve the conversion of inputs into goods or services. They manage the production process, optimize efficiency, and ensure the delivery of high-quality products.

Table No. 4.14: Entrepreneur's innovation in production techniques.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	17
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	74

(Source: Primary data)

Graph No. 4.14: Entrepreneur's innovation in production techniques.



Interpretation:

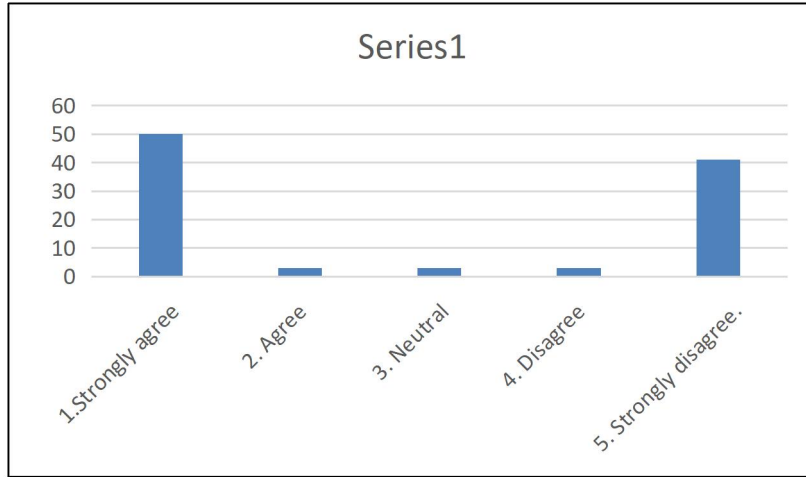
17% respondents are strongly agreeing, 3% are Neutral and 74% are strongly disagree.

Analysis: There is strong need of innovation in construction practices highly expected. Entrepreneurs who innovate production techniques can drive economic growth by creating new industries and markets. This can lead to increased investment, higher levels of consumer spending, and improved economic performance.

Table No. 4.15: Entrepreneur capability to oversee that the good will of the units be enhanced.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	50
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	41

Graph No. 4.15: Entrepreneur capability to oversee that the good will of the units be enhanced.



Interpretation:

50% respondents are strongly agreeing, 3% respondents are Neutral and 41% are strongly disagree.

Analysis: Scope is there to entrepreneur to formulate business plans, coordinates various activities of the business and also supervises these activities to ensure proper management. Entrepreneur must identify a need and organizes manpower, material and capital required to meet that need.

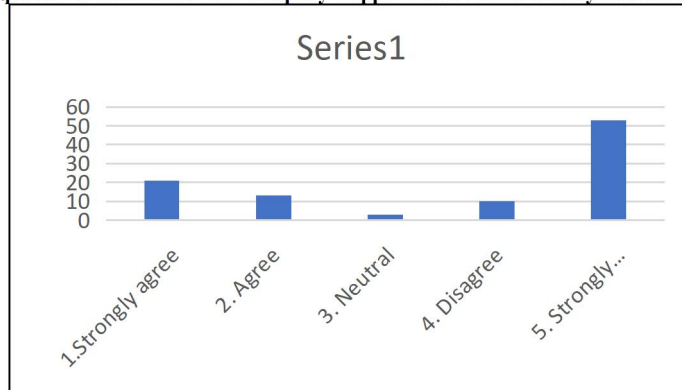
4.12 Data Analysis and Interpretation for marketing strategies.

The survey was carried out with the questionnaire with Likert scale. Customers were contacted for the survey. The following graphs show the response received from Customers regarding marketing strategies.

Table No. 4.16: Construction company’s approach in brand identity and messaging

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	21
2.	Agree	13
3.	Neutral	3
4.	Disagree	10
5.	Strongly disagree.	53

Graph No. 4.16: Construction company’s approach in brand identity and messaging



Interpretation:

21% respondents are strongly agreeing, 3% respondents are Neutral and 53% are strongly disagree.

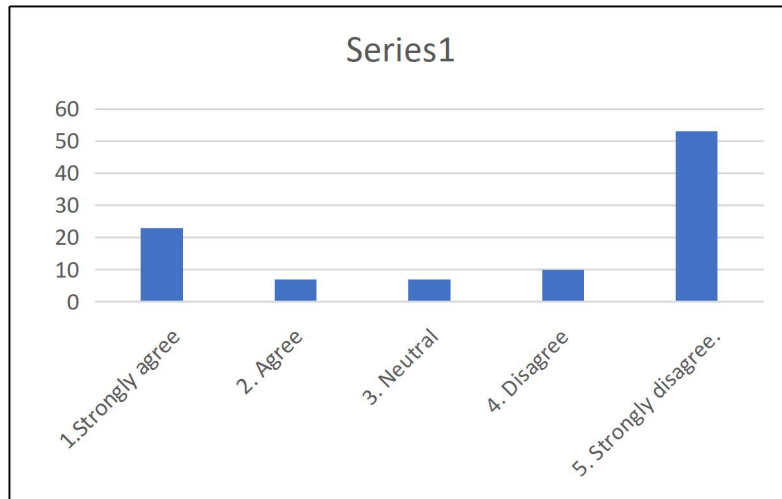
Analysis: Company must define the company's brand identity, including its mission, values, and unique selling propositions (USPs). Flats with furniture compliance strategy can be implemented for branding. It is necessary to develop consistent messaging that communicates the company's expertise, reliability, and commitment to quality construction.

Table No. 4.17: Construction company’s approach in target market analysis

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	23
2.	Agree	7
3.	Neutral	7
4.	Disagree	10
5.	Strongly disagree.	53

(Source: Primary data)

Graph No. 4.17: Construction company’s approach in target market analysis



Interpretation:

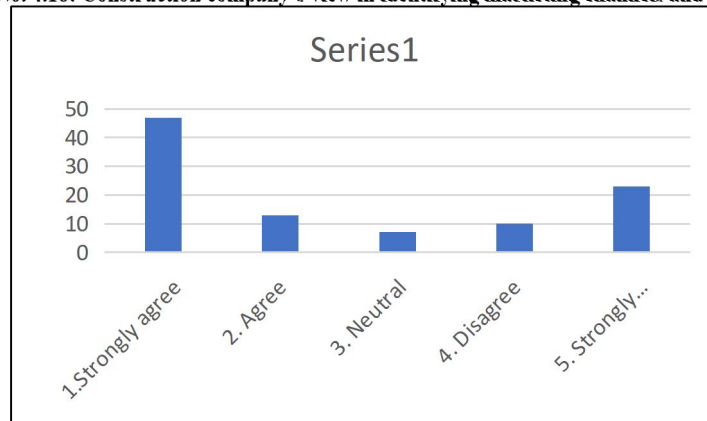
23% respondents are strongly agreed, 7% respondents are Neutral & 53% are strongly disagreeing.

Analysis: Entrepreneur must identify the target market segments based on demographics, geographic location, and psychographics. He should conduct market research to understand the needs, preferences, and pain points of potential clients within the target market segments.

Table No. 4.18: Construction company’s view in identifying marketing channels and strategies.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	47
2.	Agree	13
3.	Neutral	7
4.	Disagree	10
5.	Strongly disagree.	23

Graph No. 4.18: Construction company’s view in identifying marketing channels and strategies.



Interpretation:

47% respondents are strongly agreed, 7% are Neutral & 23% are strongly disagree.

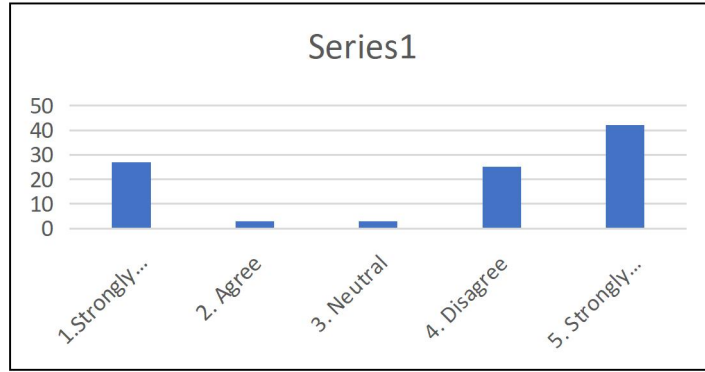
Analysis: Entrepreneur can determine the most effective marketing channels to reach the target audience, such as online platforms, print media, trade shows, and networking events. Develop comprehensive marketing strategies that leverage a mix of channels, including digital marketing, traditional advertising, and direct sales efforts.

Table No. 4.19: Construction company’s association with online presence.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	27
2.	Agree	3
3.	Neutral	3
4.	Disagree	25
5.	Strongly disagree.	42

(Source: Primary data)

Graph No. 4.19: Construction company’s association with online presence.



Interpretation:

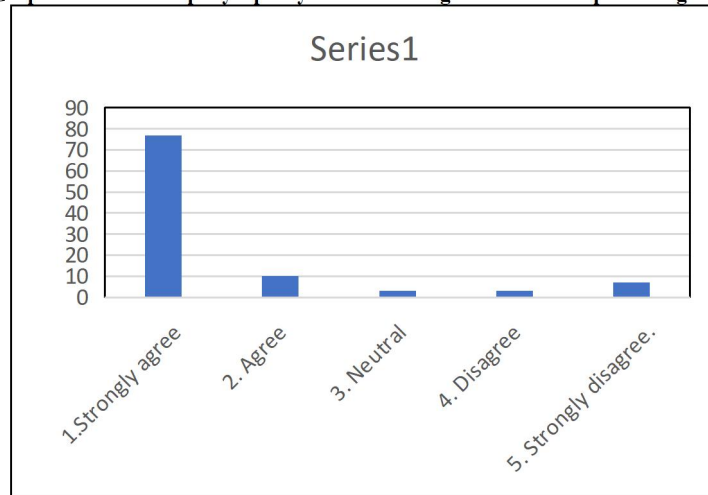
27% respondents are strongly agreed, 3% are Neutral & 42% are strongly disagreeing.

Analysis: Entrepreneur must ensure the company's website is well-designed, user-friendly, and optimized for search engines to attract organic traffic. Social media: Establish a strong presence on relevant social media platforms to showcase completed projects, share industry insights, and engage with potential clients. Entrepreneur has to create informative and engaging content that demonstrates the company's expertise and addresses common questions or concerns of clients.

Table No. 4.20: Company's policy for networking and relationship building.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	77
2.	Agree	10
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	7

Graph No. 4.20: Company's policy for networking and relationship building.



Interpretation:

77% respondents are strongly agree, 3% are Neutral and 7% are strongly disagree.

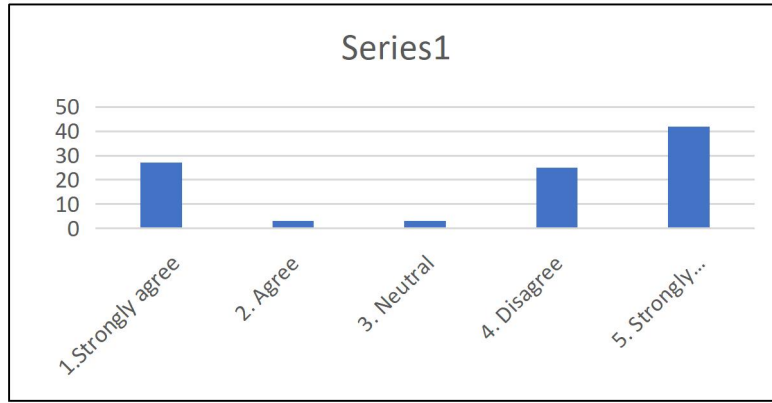
Analysis: Entrepreneur can attend industry events, trade shows, and conferences to network with potential clients, contractors, architects, and other stakeholders. Entrepreneur can build relationships with key decision-makers and influencers in the construction industry through personalized outreach and follow-up.

Table No. 4.21: Construction company's approach to follow referral programs.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	27
2.	Agree	3
3.	Neutral	3
4.	Disagree	25
5.	Strongly disagree.	42

(Source: Primary data)

Graph No. 4.21: Construction company's approach to follow referral programs.



Interpretation:

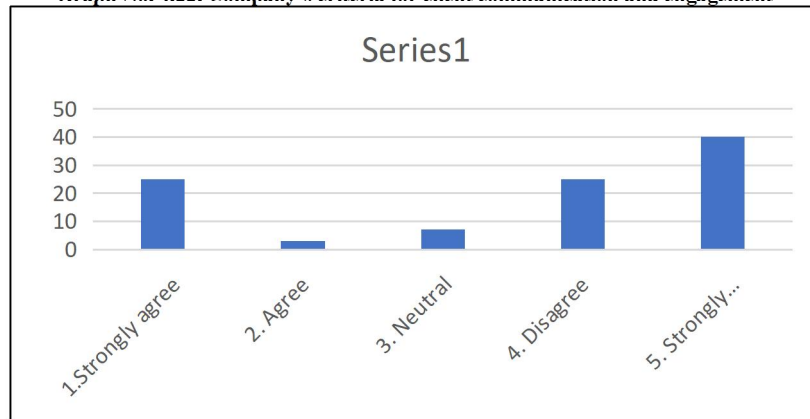
27% respondents are strongly agreeing, 3% are Neutral and 42% are strongly disagree.

Analysis: Entrepreneur has to develop referral programs to incentivize satisfied clients, partners, and employees to refer new business opportunities. Entrepreneur must offer rewards or discounts for successful referrals and ensure a seamless process for tracking and rewarding referrals.

Table No. 4.22: Company’s criteria for client communication and engagement

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	25
2.	Agree	3
3.	Neutral	7
4.	Disagree	25
5.	Strongly disagree.	40

Graph No. 4.22: Company’s criteria for client communication and engagement



Interpretation:

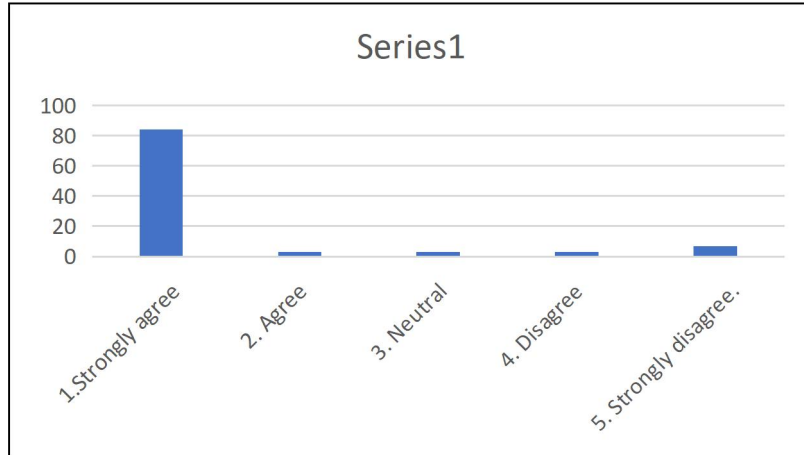
25% respondents are strongly agreeing, 7% respondents are Neutral and 40% are strongly disagree. 25% are disagree.

Analysis: Entrepreneur must maintain regular communication with existing clients through newsletters, project updates, and follow-up surveys to gather feedback. He must implement customer relationship management (CRM) systems to track interactions and manage client relationships effectively.

Table No. 4.23: Construction company’s strategy to follow quality assurance and testimonials.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	84
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	7

Graph No. 4.23: Construction company’s strategy to follow quality assurance and testimonials.



Interpretation:

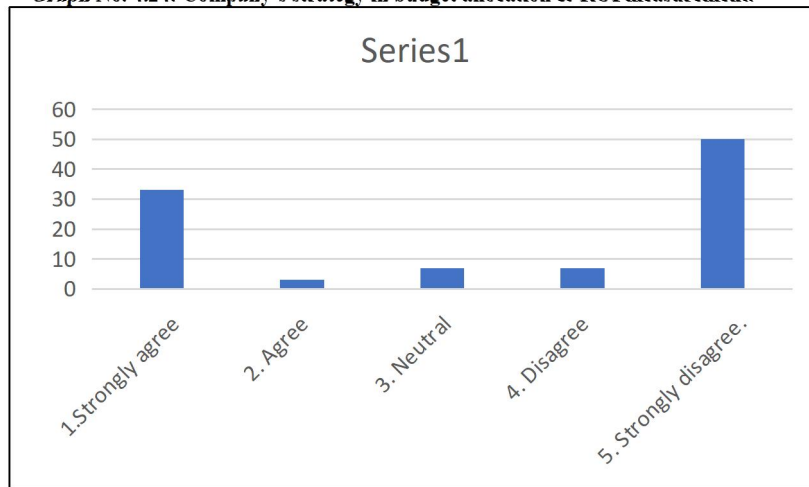
84% respondents are strongly agreed, 3% are Neutral & 7% are strongly disagreeing.

Analysis: Padmavati developers is known for its quality construction. Still entrepreneur can emphasize the company's commitment to quality construction and customer satisfaction. Entrepreneur can collect and showcase testimonials, reviews, and case studies from satisfied clients to build credibility and trust with prospective clients.

Table No. 4.24: Company’s strategy in budget allocation & ROI measurement.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	33
2.	Agree	3
3.	Neutral	7
4.	Disagree	7
5.	Strongly disagree.	50

Graph No. 4.24: Company’s strategy in budget allocation & ROI measurement.



Interpretation:

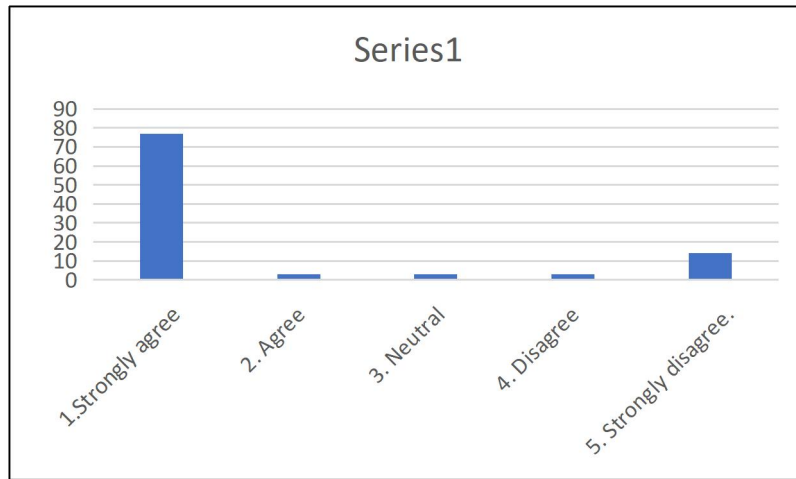
33% respondents are strongly agreeing, 7% respondents are Neutral and 50% are strongly disagree.

Analysis: Entrepreneur must allocate marketing budgets effectively across various channels based on their expected ROI and performance. He can implement tracking mechanisms to measure the effectiveness of marketing campaigns and adjust strategies accordingly to optimize ROI.

Table No. 4.25: Construction company’s approach in compliance and ethics.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	77
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	14

Graph No. 4.25: Construction company’s approach in compliance and ethics.



Interpretation:

77% respondents are strongly agreeing, 3% respondents are Neutral and 14% are strongly disagree.

Analysis: Entrepreneur can ensure that all marketing activities comply with relevant regulations and ethical standards, including truth in advertising and data privacy laws. These marketing policies should be dynamic and adaptable to changes in market conditions, industry trends, and technological advancements to ensure the continued success and growth of the construction company.

4.12.1 SWOT Analysis on Construction Industry by questionnaire

A SWOT analysis in the construction industry involves assessing the strengths, weaknesses, opportunities, and threats facing construction businesses or projects. Conducting a SWOT analysis allows construction companies to identify internal strengths and weaknesses while also assessing external opportunities and threats, enabling them to develop strategies to capitalize on strengths, mitigate weaknesses, and respond effectively to external factors.

Strength: Strong Media for marketing available.

Weakness: Low potential given to marketing strategies in semi urban areas.

Opportunity: Use of media through different modes can be done to boost the business and increase the number of customers.

Threat: Competitors are emerging in the industry very frequently and improper marketing may hamper the company’s progress.

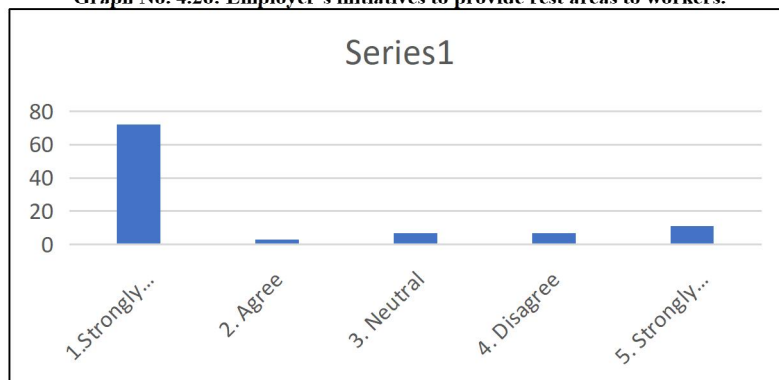
4.13 Data Analysis and Interpretation for HR policies.

The survey was carried out with the questionnaire with Likert scale. Construction workers were contacted for the survey. The following graphs show the response received from construction workers in the view of HR policies.

Table No. 4.26: Employer’s initiatives to provide rest areas to workers.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	72
2.	Agree	3
3.	Neutral	7
4.	Disagree	7
5.	Strongly disagree.	11

Graph No. 4.26: Employer’s initiatives to provide rest areas to workers.



Interpretation:

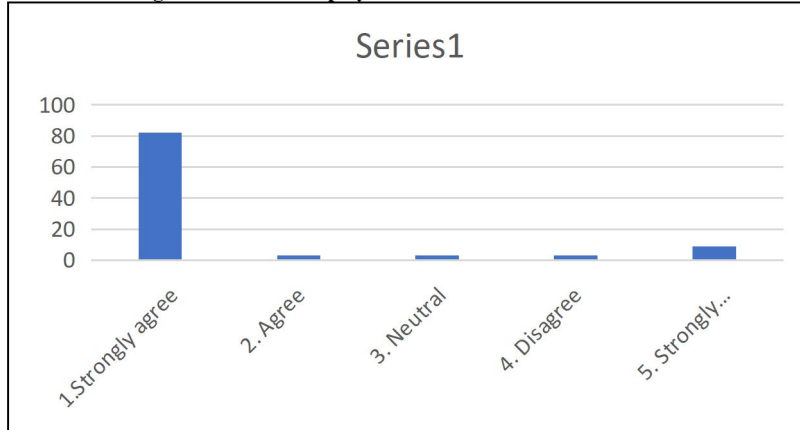
72% respondents are strongly agreeing, 7% respondents are Neutral and 11% are strongly disagree.

Analysis: Employer is providing rest areas for employees to take breaks and rest during the working day. Rest facilities are required for welfare reasons, health and safety reasons, or both.

Table No. 4.27: Toilets and handwashing facilities from employer

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	82
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	9

Graph No. 4.27: Toilets and handwashing facilities from employer



Interpretation:

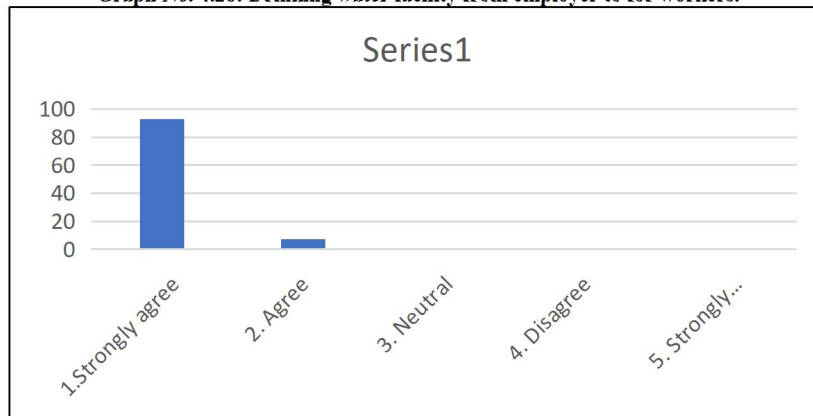
82% respondents are strongly agreeing, 3% respondents are Neutral and 9% are strongly disagree.

Analysis: Employer is providing toilets and urinals at construction sites, and ensure they are conveniently located. Employers must provide free of charge, temporary living accommodation with separate facilities for bathing, washing, and lavatories, as close to the work site as possible.

Table No. 4.28: Drinking water facility from employer to for workers.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	93
2.	Agree	7
3.	Neutral	0
4.	Disagree	0
5.	Strongly disagree.	0

Graph No. 4.28: Drinking water facility from employer to for workers.



Interpretation:

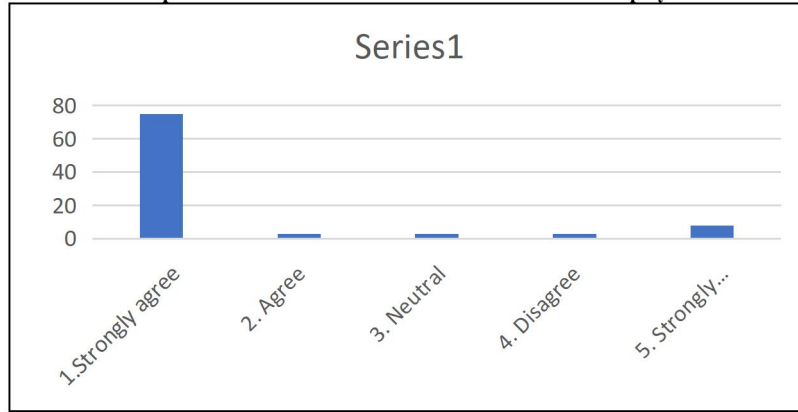
93% respondents are strongly agreeing and 7% are strongly agree.

Analysis: Employer is providing a sufficient supply of wholesome drinking water for construction workers at suitable points.

Table No. 4.29: Provision of first aid facilities from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	75
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	8

Graph No. 4.29: Provision of first aid facilities from employer.



Interpretation:

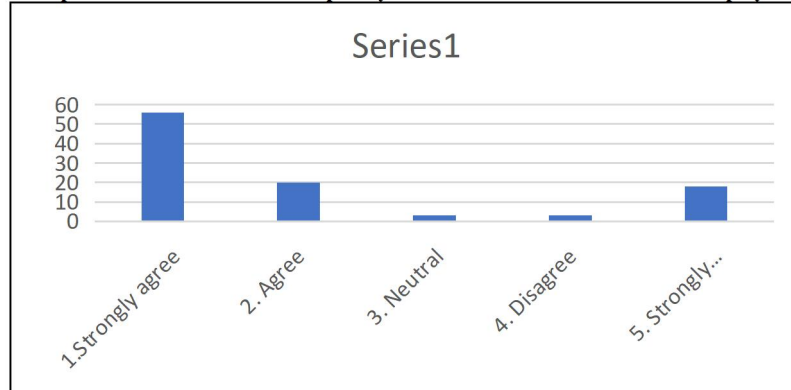
75% respondents are strongly agree, 3% respondents are Neutral & 8% are strongly disagree.

Analysis: Employer is providing first aid facilities at construction sites. The Health and Safety (First Aid) Regulations also require construction sites to have a first aid box with enough equipment to handle the number of workers on site, and an appointed person to take charge of first-aid arrangements.

Table No. 4.30: Provision of temporary accommodation to workers from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	56
2.	Agree	20
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	18

Graph No. 4.30: Provision of temporary accommodation to workers from employer.



Interpretation:

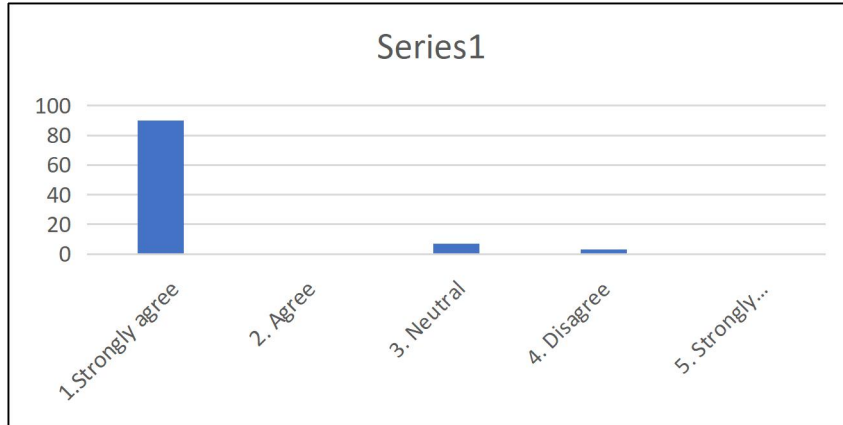
56% respondents are strongly agreed, 3% are Neutral & 18% are strongly disagreeing.

Analysis: According to the Building and Other Construction Workers Act, employers must provide free temporary accommodation for construction workers on the work site or as close to it as possible. The accommodation should be for the duration of the construction work. Employer is providing temporary accommodation should meet requirements, including Bathrooms, cooking facilities, Drinking water access, and Other relevant facilities.

Table No. 4.31: Provision of insurance policies to workers from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	90
2.	Agree	0
3.	Neutral	7
4.	Disagree	3
5.	Strongly disagree.	0

Graph No. 4.31: Provision of insurance policies to workers from employer.



Interpretation:

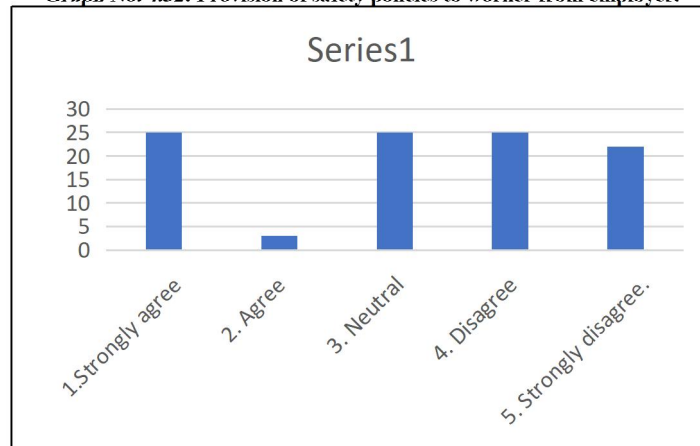
90% respondents are strongly agreeing, 7% respondents are Neutral and 3% are disagree.

Analysis: Employer is providing insurance policies for construction workers to cover the costs of injuries, illnesses, and property damage.

Table No. 4.32: Provision of safety policies to workers from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	25
2.	Agree	3
3.	Neutral	25
4.	Disagree	25
5.	Strongly disagree.	22

Graph No. 4.32: Provision of safety policies to worker from employer.



Interpretation:

25% respondents are strongly agreeing, 25% respondents are Neutral, 25% are strongly disagree and 22% are strongly disagree.

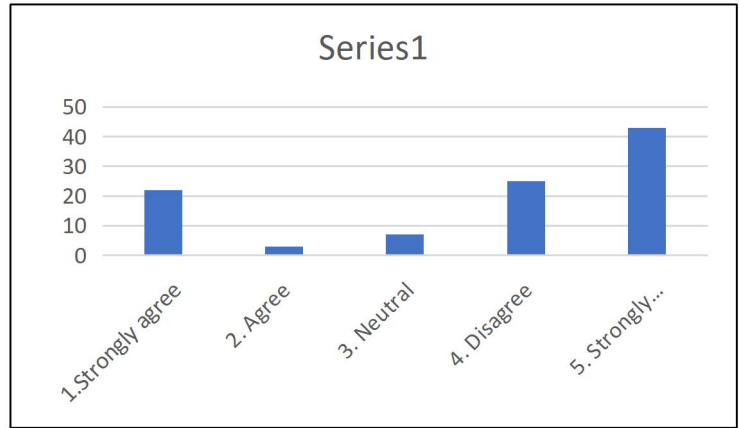
Analysis: Employer must plan to provide the Personal Protective Equipment (PPE) must be provided to outline the types of PPE required on job sites and mandate their usage. It is required to conduct regular safety training sessions for all workers to ensure they are aware of hazards and best practices.

Reporting Procedures must be followed to observe & reporting accidents, injuries, or safety concerns promptly.

Table No. 4.33: Provision of leave and time off to workers from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	22
2.	Agree	3
3.	Neutral	7
4.	Disagree	25
5.	Strongly disagree.	43

Graph No. 4.33: Provision of leave and time off to workers from employer.



Interpretation:

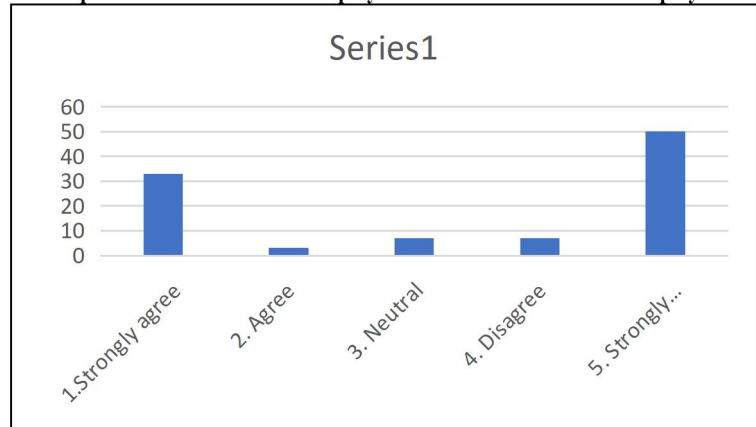
22% respondents are strongly agreeing, 7% respondents are Neutral, 25% are strongly disagree and 43% are strongly disagree.

Analysis: Employer can set system for vacation and Holidays by specifying the allocation and procedure for requesting vacation time and holiday schedules. Sick Leave: Define policies for sick leave entitlements and procedures for reporting illnesses. Bereavement Leave can be provided for compassionate leave in the event of a family member's death.

Table No. 4.34: Provision of employee benefits to workers from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	33
2.	Agree	3
3.	Neutral	7
4.	Disagree	7
5.	Strongly disagree.	50

Graph No. 4.34: Provision of employee benefits to workers from employer.



Interpretation:

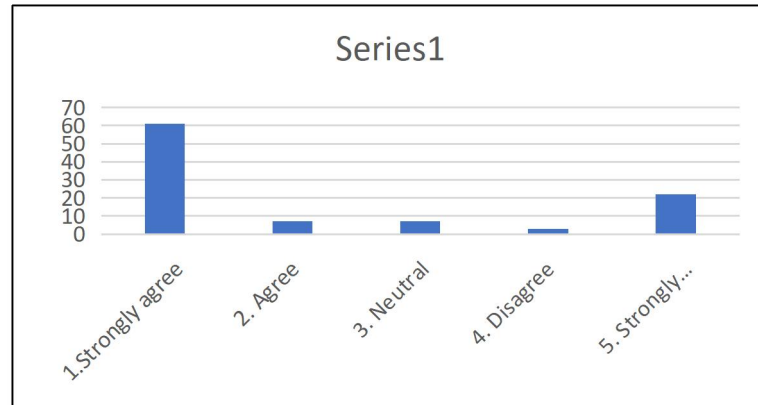
33% respondents are strongly agreeing, 7% respondents are Neutral and 50% are strongly disagree.

Analysis: Employer must plan for providing Health Insurance which will offer health insurance coverage options, including dental and vision plans. Employer must plan for providing disability Insurance which will outline disability insurance coverage and procedures for filing claims.

Table No. 4.35: Employer's attitude to follow code of conduct and discipline.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	61
2.	Agree	7
3.	Neutral	7
4.	Disagree	3
5.	Strongly disagree.	22

Graph No. 4.35: Employer's attitude to follow code of conduct and discipline.



Interpretation:

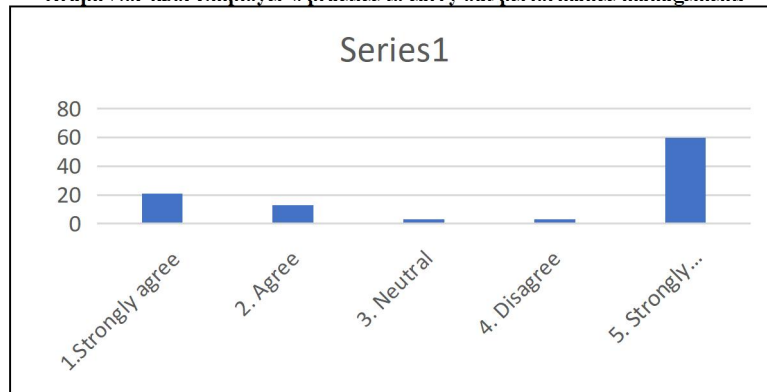
61% respondents are strongly agreeing, 7% are Neutral & 22% are strongly disagree.

Analysis: Employer has to establish expectations for professional behaviour, including interactions with colleagues and clients. Disciplinary Procedures can be taken to outline steps for addressing misconduct, including warnings, suspensions, and terminations.

Table No. 4.36: Employer's practice to carry out performance management.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	21
2.	Agree	13
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	60

Graph No. 4.36: Employer's practice to carry out performance management.



Interpretation:

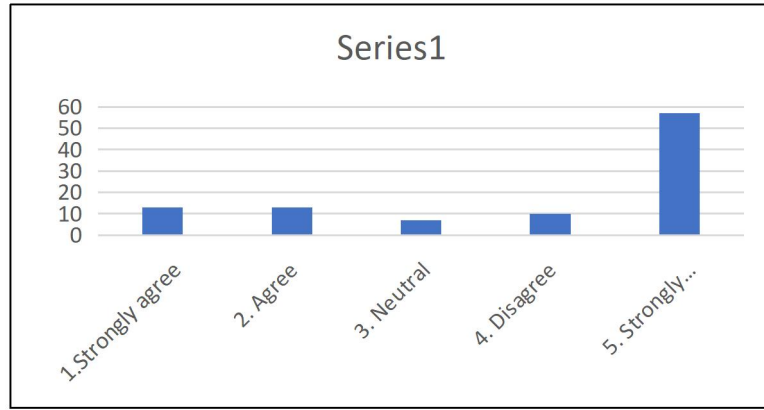
21% respondents are strongly agreeing, 3% respondents are Neutral and 60% are strongly disagree.

Analysis: Employer has to take performance Reviews by conducting regular performance evaluations to provide feedback and identify areas for improvement. Employer has to set clear performance goals aligned with project objectives and career development.

Table No. 4.37: Provision of training and development to employees from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	13
2.	Agree	13
3.	Neutral	7
4.	Disagree	10
5.	Strongly disagree.	57

Graph No. 4.37: Provision of training and development to employees from employer.



Interpretation:

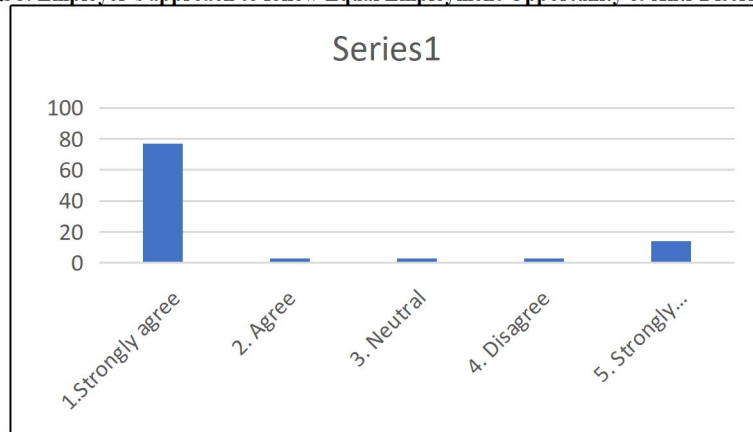
13% respondents are strongly agreed, 7 are Neutral & 57% are strongly disagree.

Analysis: Employer has to go for Skills Training for employers which will offer opportunities for skill development and certification relevant to construction work. It will boost Career Advancement and Provide pathways for career growth within the organization, such as apprenticeship programs or tuition assistance for further education.

Table No. 4.38: Employer’s approach to follow Equal Employment Opportunity & Anti-Discrimination.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	77
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	14

Graph No. 4.38: Employer’s approach to follow Equal Employment Opportunity & Anti-Discrimination.



Interpretation:

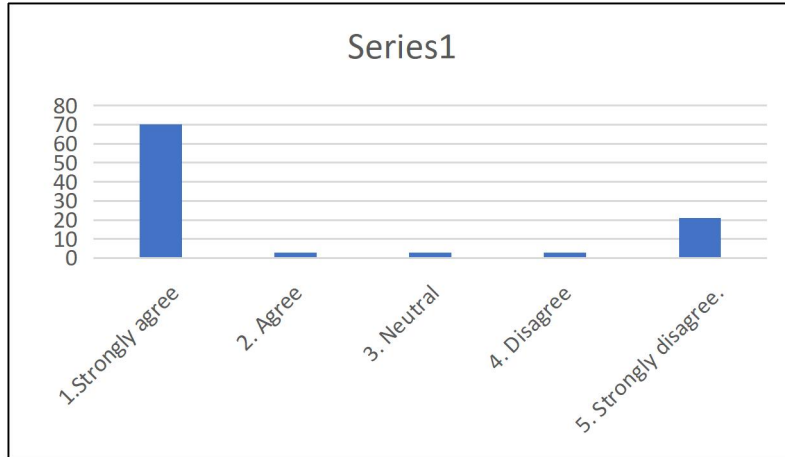
77% respondents are strongly agreeing, 3% respondents are Neutral and 14% are strongly disagree.

Analysis: Padmavati developers has to prohibit discrimination based on race, gender, age, disability, religion, or other protected characteristics. Harassment Prevention by implementing measures to prevent and address harassment in the workplace.

Table No. 4.39: Implementation of drug and alcohol policy from employer.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	70
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	21

Graph No. 4.39: Implementation of drug and alcohol policy from employer.



Interpretation:

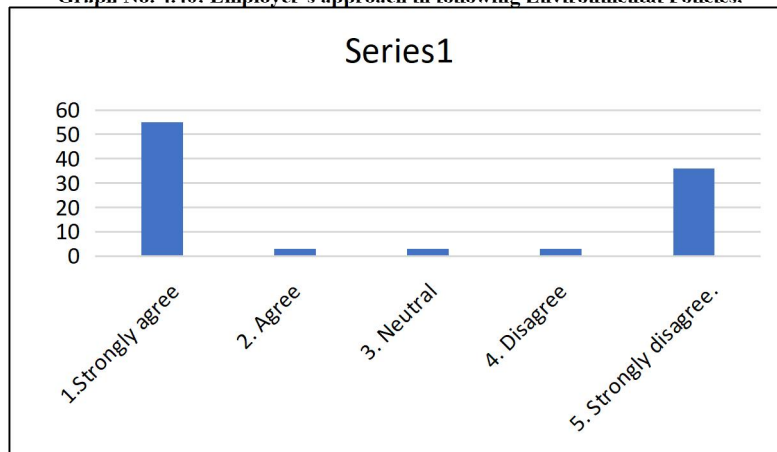
70% respondents are strongly agreeing, 3% respondents are Neutral and 21% are strongly disagree.

Analysis: Company has to specify requirements for drug and alcohol testing, especially for safety-sensitive positions. Rehabilitation Support can be provided. Company should offer resources and support for employees struggling with substance abuse issues.

Table No. 4.40: Employer’s approach in following Environmental Policies.

Sr. No.	Likert scale level of agreement	Responses in Percentage
1.	Strongly agree	55
2.	Agree	3
3.	Neutral	3
4.	Disagree	3
5.	Strongly disagree.	36

Graph No. 4.40: Employer’s approach in following Environmental Policies.



Interpretation:

55% respondents are strongly agreeing, 3% respondents are Neutral and 36% are strongly disagree.

Analysis: It is observed that Padmavati developers has good reputation in environmental compliance. This ensures adherence to environmental regulations and promote sustainable practices on job sites. Padmavati developers also believe in waste management: They have established procedures for proper disposal of construction waste and hazardous materials.

5. Findings/Observations

5.1 Introduction

This part covers various findings in actual visits in construction company and through the interviews. This chapter includes the entrepreneurial skills of employer, current marketing strategies of company and HR policies of the company. Entrepreneurship in the construction industry involves identifying and capitalizing on opportunities to create value through innovative solutions, efficient project management, and effective business strategies.

5.2 Entrepreneurial qualities

1. Visionary: A successful builder-entrepreneur has a clear vision of what he wants to achieve in the construction industry. He can see opportunities where others may not and are able to envision the end result of their projects.

2. Risk-taker: Building projects inherently involve risk, whether it's financial, logistical, or regulatory. Er. Rajendra Khanderajure is an entrepreneurial builder willing to take calculated risks and make bold decisions to move their projects forward.
3. Business acumen: Understanding the financial aspects of construction projects is crucial. This includes budgeting, cost estimation, pricing strategies, and financial management skills to ensure profitability.
4. Leadership: Builders often oversee teams of architects, engineers, contractors, and subcontractors. Er. Rajendra Khanderajure has strong leadership skills to motivate and coordinate his teams effectively, ensuring that projects are completed on time and within budget.
5. Innovative thinking: The construction industry is constantly evolving, with new materials, technologies, and building techniques emerging all the time. Er. Rajendra Khanderajure is always open to innovation and willing to adapt to new trends and advancements in the field.
6. Problem-solving skills: Building projects inevitably encounter challenges and obstacles along the way. Er. Rajendra Khanderajure is a successful builder-entrepreneur clever in finding creative solutions to problems and overcoming them efficiently.
7. Communication skills: Effective communication is essential for coordinating teams, liaising with clients, negotiating contracts, and resolving conflicts. Er. Rajendra Khanderajure can articulate his ideas clearly and build strong relationships with stakeholders.
8. Persistence and resilience: Building projects can be complex and demanding, with setbacks and obstacles often occurring. Er. Rajendra Khanderajure is resilient in the face of challenges and persistent in pursuing his company's goals.
9. Customer focus: Ultimately, the success of a builder-entrepreneur depends on their ability to satisfy their clients' needs and expectations. Er. Rajendra Khanderajure understands and prioritizes customer satisfaction.

5.3 Major Human resource policies of Padmavati Builders, Ichalkaranji

1. Rest areas: Designated rest areas equipped with seating, tables, and shelter from the elements allow workers to take breaks, eat meals, and recharge during their shifts.
2. Toilets and handwashing facilities: Access to clean and hygienic toilets, as well as handwashing facilities with soap and water, is essential for maintaining the health and sanitation of construction workers.
3. Drinking water: Adequate supplies of clean drinking water should be readily available to prevent dehydration and promote hydration, especially in hot and humid conditions.
4. First aid facilities: Access to basic first aid supplies and equipment, as well as trained personnel to administer first aid in case of injuries or medical emergencies, is essential for ensuring the health and safety of construction workers.
5. Temporary accommodation: For construction projects in remote areas or those requiring workers to stay on-site for extended periods, temporary accommodation facilities such as dormitories or temporary housing units may be provided.
6. Insurance policy: Insurance coverage for construction workers is crucial to protect both the workers and the company from potential risks and liabilities associated with the industry. Padmavati Builders, Ichalkaranji provides insurance cover to all workers.
7. Diwali bonus to workers and office staff: Offering bonuses during Diwali is a gesture of appreciation and recognition for the hard work and dedication of employees throughout the year. It is a way for employers to express gratitude to their workforce and to share in the festivities and celebrations of the season.

5.5 Findings/Observations from the questionnaires

5.5.1 Findings in survey conducted for entrepreneurship strategies.

1. Entrepreneur still needs to build the confidence to face challenges and risks in the construction field. The Survey conducted through questionnaire shows that 53% respondents are strongly agreeing and 21% are strongly disagree. (Table No. 4.1)
2. The Entrepreneur's tendency to foresee opportunities and to seize them needs improvement. It is necessary to accept or pursue an opportunity to take opportunities with alacrity or conviction. The Survey conducted through questionnaire shows that 23% respondents are strongly agreeing and 33% are strongly disagreeing. 27% are Neutral. (Table No. 4.2)
3. The entrepreneur's skill to collect & organize the various factors of production is satisfactory. The Survey conducted through questionnaire shows that 47% respondents are strongly agreed, 7% are neutral and 23% are strongly disagreeing. (Table No. 4.3)
4. The entrepreneur's preparation in inventory control is very good. The Survey conducted through questionnaire shows that 83% respondents are strongly agreed, 3% are Neutral and 8% are strongly disagree. (Table No. 4.4)
5. The entrepreneur's co-ordination in the various factors of construction sector is satisfactory. The Survey conducted through questionnaire shows that 77% respondents are strongly agreed, 3% are Neutral & 7% are strongly disagreeing. (Table No. 4.5)
6. Entrepreneur need good communication and cordial relations with labour. The Survey conducted through questionnaire shows that 27% respondents are strongly agreeing and 3% are strongly disagree, 42% are Neutral. 25% are disagree. (Table No. 4.6)
7. Entrepreneur awareness about competition around still needs enhancement. The Survey conducted through questionnaire shows that 50% respondents are strongly agreeing, 10% are Neutral and 20% are strongly disagree. (Table No. 4.7)
8. Entrepreneur needs to strengthen external relations with external organizations and agencies. The Survey conducted through questionnaire shows that 25% respondents are strongly agreeing, 7% respondents are Neutral and 40% are strongly disagree. 25 % respondent are disagreed. (Table No. 4.8)
9. Management of human resources within the unit needs attention from the entrepreneur. The Survey conducted through questionnaire shows that 30% respondents strongly agree, 7% respondents are Neutral and 53% are strongly disagree. (Table No. 4.9)

10. The entrepreneur's relation with customers is satisfactory. The Survey conducted through questionnaire shows that 71% respondents strongly agreeing and 3% are strongly disagree. 20% are Neutral. (Table No. 4.10)
11. The entrepreneur's knowledge of managing finance is good. The Survey conducted through questionnaire shows that 60% respondents are strongly agreed, 3% are Neutral & 21% are strongly disagreed. (Table No. 4.11)
12. Entrepreneur has to keep eye on materials demand, customers demand and expected quality. The Survey conducted through questionnaire shows that 37% respondents are strongly agreeing, 7% respondents are Neutral and 33% are strongly disagree. 13% are agree and 10% are disagree. (Table No. 4.12)
13. Entrepreneur control to ensure the quality of the construction. The Survey conducted through questionnaire shows that 83% respondents are strongly agreed, 3% respondents are Neutral & 8% are strongly disagreeing. (Table No. 4.13)
14. Entrepreneur's innovation in production techniques needs strong improvement. The Survey conducted through questionnaire shows that 17% respondents strongly agreeing, 3% respondents are Neutral and 74% are strongly disagree. (Table No. 4.14)
15. Entrepreneur must balance the needs of all units. The Survey conducted through questionnaire shows that 50% respondents are strongly agreeing, 3% respondents are Neutral and 41% are strongly disagree. (Table No. 4.15)

5.5.2 Findings in survey conducted for marketing strategies.

1. Construction company's approach in brand identity and messaging needs improvement. The Survey conducted through questionnaire shows that 21% respondents are strongly agreeing, 3% respondents are Neutral and 53% are strongly disagree. (Table No. 4.16)
2. The construction company's approach in target market analysis requires modifications. The Survey conducted through questionnaire shows that 23% respondents are strongly agreed, 7% respondents are Neutral & 53% are strongly disagreeing. (Table No. 4.17)
3. The construction company's strategy of using marketing channels must be enhanced with new tools. The Survey conducted through questionnaire shows that 47% respondents are strongly agreed, 7% respondents are Neutral & 23% are strongly disagreeing. (Table No. 4.18)
4. Construction company must identify new online platforms and boost its online presence to reach to targeted audience. The Survey conducted through questionnaire shows that The Survey conducted through questionnaire shows that 27% respondents are strongly agreed, 3% respondents are Neutral & 42% are strongly disagreeing. (Table No. 4.19)
5. Construction company's policy for networking and relationship building is satisfactory. The Survey conducted through questionnaire shows that 77% respondents are strongly agreed, 3% are Neutral and 7% are strongly disagree. (Table No. 4.20)
6. Construction company's needs new channels to improve referral programs to increase the sales. The Survey conducted through questionnaire shows that 27% respondents are strongly agreeing, 3% are Neutral and 42% are strongly disagree. (Table No. 4.21)
7. The construction company's criteria for client communication and engagement is not up to the mark and needs new way to keep connections with customers. The Survey conducted through questionnaire shows that 25% respondents are strongly agreeing, 7% are Neutral and 40% are strongly disagree. 25% are disagree. (Table No. 4.22)
8. The construction company's reputation in quality assurance and testimonials is very good. The Survey conducted through questionnaire shows that 84% respondents are strongly agreed, 3% are Neutral & 7% are strongly disagreeing. (Table No. 4.23)
9. Construction company's strategy in budget allocation and ROI measurement need new tools. The Survey conducted through questionnaire shows that 33% respondents are strongly agreeing, 7% are Neutral and 50% are strongly disagree. (Table No. 4.24)
10. The construction company's approach to compliance and ethics is satisfactory. The Survey conducted through questionnaire shows that 77% respondents are strongly agreeing, 3% respondents are Neutral and 14% are strongly disagree. (Table No. 4.25)

5.5.3 Findings in survey conducted for human resource policies.

1. Employer's initiatives to provide rest areas to workers satisfactory. The Survey conducted through questionnaire shows that 72% respondents strongly agreeing, 7% respondents are Neutral and 11% are strongly disagree. (Table No. 4.26)
2. Workers receive the basic toilets and handwashing facilities from the employer. The Survey conducted through questionnaire shows that 82% respondents are strongly agreeing, 3% respondents are Neutral and 9% are strongly disagree. (Table No. 4.27)
3. There is good practice of providing drinking water facility from employer to for workers. The Survey conducted through questionnaire shows that 93% respondents are strongly agreeing and 7% are strongly agree. (Table No. 4.28)
4. The protocol of provision of first aid facilities from employer is followed on all construction sites. The Survey conducted through questionnaire shows that 75% respondents are strongly agreed, 3% respondents are Neutral & 8% are strongly disagreeing. (Table No. 4.29)
5. Temporary accommodation is provided at the site for workers from employer. The Survey conducted through questionnaire shows that 56% respondents are strongly agreed, 3% respondents are Neutral & 18% are strongly disagreeing. (Table No. 4.30)
6. There is compulsory practice of providing insurance policies to workers from employer. The survey conducted through questionnaire shows that 90% respondents strongly agree, 7% respondents are Neutral and 3% disagree. (Table No. 4.31)
7. There is a strong need for improvement in safety policies for workers from employer. The Survey conducted through questionnaire shows that 25% respondents are strongly agreeing, 25% respondents are Neutral, 25% are strongly disagree and 22% are strongly disagree. (Table No. 4.32)
8. Leave and time off policy to workers from employer needs immediate attention. The Survey conducted through questionnaire shows that 22% respondents are strongly agreeing, 7% respondents are Neutral, 25% are strongly disagree and 43% are strongly disagree. (Table No. 4.33)

9. Employee benefits from employer to workers other than insurance policy need enhancement. The Survey conducted through questionnaire shows that 33% respondents are strongly agreeing, 7% respondents are Neutral and 50% are strongly disagree. (Table No. 4.34)
10. Code of conduct and discipline is maintained by employer at all construction sites. The Survey conducted through questionnaire shows that 61% respondents are strongly agreeing, 7% are Neutral & 22% are strongly disagreeing. (Table No. 4.35)
11. Employer's practice to carry out performance management needs modifications. The Survey conducted through questionnaire shows that 21% respondents are strongly agreeing, 3% respondents are Neutral and 60% are strongly disagree. (Table No. 4.36)
12. Training and development for employees from employer must be boosted. The Survey conducted through questionnaire shows that 13% of respondents are strongly agreed, 7 are Neutral & 57% are strongly disagreeing. (Table No. 4.37)
13. Employer believes in following Equal Employment Opportunity & Anti-Discrimination. The Survey conducted through questionnaire shows that 77% respondents are strongly agreeing, 3% respondents are Neutral and 14% are strongly disagree. (Table No. 4.38)
14. Implementation of drug and alcohol policy is observed strictly from employer. The Survey conducted through questionnaire shows that 70% respondents are strongly agreeing, 3% respondents are Neutral and 21% are strongly disagree. (Table No. 4.39)
15. Employer's approach in following Environmental Policies is satisfactory. The Survey conducted through questionnaire shows that 55% respondents strongly agreeing, 3% respondents are Neutral and 36% are strongly disagree. (Table No. 4.40)

6: Suggestions/Conclusion

6.1 Introduction

This part comprises new approaches and trends that Padmavati developers, Ichalkaranji can adopt to develop entrepreneurship, marketing strategies and HR policies. This chapter includes the suggestions linked up with the findings from questionnaires and conclusions with respect to objectives of the research work. Innovation and entrepreneurship in the construction industry can lead to increased efficiency, sustainability, and competitiveness.

6.2 Suggestions to strengthen the entrepreneurship.

6.2.1 Adoption of Advanced Technologies

1. Building Information Modelling (BIM): Implementing BIM technology can streamline project planning, design, and construction processes, leading to improved collaboration, cost savings, and reduced errors.
2. Augmented Reality (AR) and Virtual Reality (VR): Utilizing AR and VR technologies for virtual project visualization, training simulations, and on-site assistance can enhance productivity and safety.
3. Internet of Things (IoT): Integrating IoT devices and sensors into construction equipment and buildings can provide real-time data monitoring for predictive maintenance, energy efficiency, and safety management.

6.2.2 Prefabrication and Modular Construction

1. Embracing off-site construction methods, such as prefabrication and modularization, can accelerate project timelines, minimize waste, and improve quality control.
2. Implementing innovative prefabricated building systems and components can offer customizable solutions while reducing construction costs and environmental impact.

6.2.3 Green Building Practices

1. Incorporating sustainable design principles and materials into construction projects can enhance energy efficiency, reduce carbon footprint, and meet growing demand for environmentally friendly buildings.
2. Investing in renewable energy technologies, such as solar panels and geothermal heating systems, can contribute to long-term cost savings and environmental stewardship.

6.2.4 Digital Project Management Solutions

1. Leveraging cloud-based project management platforms and mobile apps can streamline communication, document sharing, and task management across project teams, contractors, and clients.
2. Implementing agile project management methodologies can promote flexibility, adaptability, and continuous improvement throughout the project lifecycle.

6.2.5 Collaborative Contracting Models

1. Adopting collaborative contracting approaches, such as Integrated Project Delivery (IPD) or Public-Private Partnerships (PPPs), can foster closer collaboration among project stakeholders and align incentives for shared project success.

2. Exploring alternative procurement methods, such as design-build or construction management-at-risk, can optimize project delivery and risk allocation while promoting innovation and value engineering.

6.2.6 Diverse Revenue Streams

1. Diversifying revenue streams beyond traditional construction services, such as offering maintenance contracts, facility management services, or real estate development, can create additional value and stability for the company.
2. Exploring emerging markets or niche sectors, such as green infrastructure, renewable energy projects, or smart cities initiatives, can open new growth opportunities and differentiate the company in the market.

6.2.7 Investment in Talent Development and Innovation Culture

1. Fostering a culture of innovation and entrepreneurship within the organization by encouraging creativity, experimentation, and knowledge sharing among employees.
2. Investing in ongoing training and development programs to equip employees with the skills and mindset needed to embrace new technologies, processes, and business models.
3. By embracing these new approaches and fostering a culture of innovation, construction companies can position themselves as leaders in the industry and drive sustainable growth in a rapidly evolving market landscape.

6.3 Suggestions for Marketing policies

Adopting suitable marketing strategies have the tendency to positively improve a firm's performance, client satisfaction and overall revenue generation drive of a firm. The study adopted a questionnaire technique in collecting data on the perception of construction professionals on the factors influencing the choice of marketing strategies adopted by their firms. The outcome of this study will help construction professionals and construction-based firms to devote and utilize a good percentage of managerial and organisational resources in the best way possible, on the most important variables that influence marketing decision for better marketing strategies to strengthen their competitive position and profit maximization and revenue drive. This study will help construction management researchers and industry practitioners to advance their knowledge of marketing concepts and construction marketing strategies for better industry performance and market penetration. This study assessed the perception of construction professionals regarding the factors influencing the choice of marketing strategies adopted by construction firms. The study revealed that employees' competence, technical knowledge of the firm, macroeconomic environment, innovation, and availability of technology, are the major factors that influence the choice of marketing strategy adopted by construction firms. The study, thus, concluded that the firm's employee knowledge base and competencies and technological innovation plays a critical role in the adoption of suitable marketing strategies in the construction industry.

Based on the findings and conclusion, the study made the following recommendations.

1. Construction firm should ensure that they keep their best and competent staff regardless of the economic situation, this is critical to the survival of the firms.
2. Company should invest and embrace innovations, new technology and modern information in order to implement a suitable marketing strategy. This will differentiate them from their competitors. Innovative strategies will surely make them remain afloat of competitors and improve the internal marketing function and image of the companies.
3. Construction firm should set up a commercial department and employ marketing experts to complement the efforts of the technical staff who are also involved in the marketing activities of the firm. While those firms with the commercial department already: marketing management expert should be engaged to assist in marketing the firm's products and services, in addition to complementing the efforts of technical staff. Marketing policies for a construction company aim to effectively promote its services, establish its brand identity, and attract clients. Here are some essential components of marketing policies for a Padmavati developers, Ichalkaranji which can be implemented for its growth:

6.4 Suggestions for HR policies

HR policies for construction workers should address various aspects of employment, safety, and performance management tailored to the unique needs and challenges of the construction industry. There are important HR policies which are strengths of Padamavati developers, Ichalkaranji and some HR policies are to be improved so that employee satisfaction can be enhanced. HR policies need more attention to strengthen are safety policies, work hours and overtime, leave and time off, employee benefits, code of conduct and discipline, performance management, training and development, equal employment opportunity and anti-discrimination, drug and alcohol policy and environmental policies are important part of industrial growth.

6.5 Suggestions for improvement in entrepreneurship strategies from survey conducted.

- Table No. 4.1, shows data for entrepreneur's ability to take risks on uncertain situations. Entrepreneur can still take the risks to make the progress in the market. Entrepreneurs face multiple risks such as bankruptcy, financial risk, competitive risks, environmental risks, reputational risks, and political and economic risks. Entrepreneurs must plan wisely in terms of budgeting and show investors that they are considering risks by creating a realistic business plan.

- Table No. 4.2, shows data for entrepreneur tendency to foresee opportunities and seizes them. Entrepreneur must take the risks to make the progress in the market. Seizing opportunities is an essential part of Entrepreneurship. Identifying opportunities, taking risks, and acting quickly are all key to success. By having an open mind & being willing to take calculated risks, you can put yourself in the best position to seize opportunities when they arise.
- Table No. 4.3, shows data for Entrepreneur's skill to collect & organize the various factors of production. The Entrepreneur provides all the factors of production - land, labour, capital and enterprise himself and constantly innovates his business to stay competitive within the limited resources.
- Table No. 4.4, shows data for entrepreneur's preparation in the inventory control. Entrepreneur must purchase an Inventory management software which allows companies to track their inventory levels by monitoring purchase orders, inventory levels, price, and frequency of purchases. Tracking inventory allows procurement to perform data analysis on their purchases, highlight trends and patterns, and make changes in their ordering process.
- Table No. 4.5, shows data for Entrepreneur's smooth co-ordination in the various factors of production. Entrepreneurs coordinate the factors of production to ensure a smooth workflow and optimal use of resources. The factors of production are land, labour, capital, and Entrepreneurship. Entrepreneurs use these factors to generate higher productivity at the lowest cost.
- Table No. 4.6, shows data for entrepreneur's maintenance of cordial relations with labour. There is great need of industrial relations which are that aspect of management which deals with the manpower of the establishment whether operators, skilled workers or managerial staff. Cordial and peaceful Industrial relations between the employer and employee are necessary for improving the productivity and thus the economic growth of the country.
- Table No. 4.7, shows data for entrepreneur awareness about competition around. Entrepreneur must be able to communicate his vision, build a strong team, and navigate an ever-changing landscape better than their competition. It might not feel that way, but coming up with the idea is the easy part.
- Table No. 4.8, shows data for entrepreneur's expertise to deal with external organizations and agencies. Entrepreneur must undertake a new business and the risks and rewards that come with it. Entrepreneur cannot emerge from the vacuum. Entrepreneurship development depends upon the environment (both external and internal) within which the Entrepreneurs must do their business. Entrepreneurs are closely associated with the existing as well as the past Entrepreneurial activities of the society. Business opportunities are identified from the social, political and economic crisis and in turn these crises become the favourable climate for the Entrepreneurs to innovate new business ventures. From this perspective, it is true that Entrepreneurial activities are the resultant efforts of the prevailing Entrepreneurship development programmes.
- Table No. 4.9, shows data for entrepreneur's management of human resources within the unit. There is need of enhancing human resource management which intertwines leadership, culture, and strategy to shape staffing dynamics and prospects in a company. Entrepreneurs, often being founders, hold a significant impact on an organization's beliefs and culture, defining its identity and driving results through behaviour. Need of more work on manpower management is expected.
- Table No. 4.10, shows data for entrepreneur's skill to manage the customers. Customer relationship management is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. Padmavati developer has good connection with customers.
- Table No. 4.11, shows data for entrepreneur's knowledge to manage the finance. In business, financial management is the practice of handling a company's finances in a way that allows it to be successful and compliant with regulations. That takes both a high-level plan and boots-on-the-ground execution. Still finance management tools can be incorporated in the business.
- Table No. 4.12, shows data for entrepreneur's management in construction, keeping an eye on demand and quality. An entrepreneur should keep his mindset such that it enables company to think outside the box. It is true that the economic growth depends upon the existence of the technical progress. The level of technical progress in turn depends upon the existence of the Entrepreneurs. In other words, the economic growth is the resultant effect of the existing as well as future demand for and supply of Entrepreneurs.
- Table No. 4.13, shows data for entrepreneur control to ensure the quality of the construction. Quality of construction is strength. Entrepreneurs engage in production activities, which involve the conversion of inputs into goods or services. They manage the production process, optimize efficiency, and ensure the delivery of high-quality products.
- Table No. 4.14, shows data for entrepreneur's innovation in production techniques. There is strong need of innovation in construction practices highly expected. Entrepreneurs who innovate production techniques can drive economic growth by creating new industries and markets. This can lead to increased investment, higher levels of consumer spending, and improved economic performance.
- Table No. 4.15, shows data for entrepreneur capability to oversee that the good will of the units be enhanced. Scope is there to entrepreneur to formulate business plans, coordinates various activities of the business and also supervises these activities to ensure proper management. Entrepreneur must identify a need and organizes manpower, material and capital required to meet that need.

6.6 Suggestions for improvement in Marketing strategies from survey conducted.

- Table No. 4.16, shows data for construction company's approach in brand identity and messaging. Company has to define the company's brand identity, including its mission, values, and unique selling propositions (USPs). Flats with furniture compliance strategy can be implemented for branding. It is necessary to develop consistent messaging that communicates the company's expertise, reliability, and commitment to quality construction.

- Table No. 4.17, shows data for construction company's approach in target market analysis. Entrepreneur must identify the target market segments based on demographics, geographic location, and psychographics. He should conduct market research to understand the needs, preferences, and pain points of potential clients within the target market segments.
- Table No. 4.18, shows data for construction company's view in identifying marketing channels and strategies. Entrepreneur can determine the most effective marketing channels to reach the target audience, such as online platforms, print media, trade shows, and networking events. Develop comprehensive marketing strategies that leverage a mix of channels, including digital marketing (website, social media, email marketing), traditional advertising, and direct sales efforts.
- Table No. 4.19, shows data for construction company's association with online presence. Entrepreneur must ensure the company's website is well-designed, user-friendly, and optimized for search engines (SEO) to attract organic traffic. Social media: Establish a strong presence on relevant social media platforms (e.g., LinkedIn, Facebook, Instagram) to showcase completed projects, share industry insights, and engage with potential clients. Entrepreneur has to create informative and engaging content (blogs, articles, case studies, videos) that demonstrates the company's expertise and addresses common questions or concerns of clients.
- Table No. 4.20, shows data for construction company's policy for networking and relationship building. Entrepreneur can attend industry events, trade shows, and conferences to network with potential clients, contractors, architects, and other stakeholders. Entrepreneur can build relationships with key decision-makers and influencers in the construction industry through personalized outreach and follow-up.
- Table No. 4.21, shows data for construction company's approach to follow referral programs. Entrepreneur must develop referral programs to incentivize satisfied clients, partners, and employees to refer new business opportunities. Entrepreneur must offer rewards or discounts for successful referrals and ensure a seamless process for tracking and rewarding referrals.
- Table No. 4.22, shows data for construction company's criteria for client communication and engagement. Entrepreneur must maintain regular communication with existing clients through newsletters, project updates, and follow-up surveys to gather feedback. He must implement customer relationship management (CRM) systems to track interactions and manage client relationships effectively.
- Table No. 4.23, shows data for construction company's strategy to follow quality assurance and testimonials. Padmavati developers is known for its quality construction. Still entrepreneur can emphasize the company's commitment to quality construction and customer satisfaction. Entrepreneur can collect and showcase testimonials, reviews, and case studies from satisfied clients to build credibility and trust with prospective clients.
- Table No. 4.24, shows data for construction company's strategy in budget allocation & ROI measurement. Entrepreneur must allocate marketing budgets effectively across various channels based on their expected ROI and performance. He can implement tracking mechanisms to measure the effectiveness of marketing campaigns and adjust strategies accordingly to optimize ROI.
- Table No. 4.25, shows data for construction company's approach in compliance and ethics. Entrepreneur's reputation is good in compliance and ethics but still he can ensure that all marketing activities comply with relevant regulations and ethical standards, including truth in advertising and data privacy laws. These marketing policies should be dynamic and adaptable to changes in market conditions, industry trends, and technological advancements to ensure the continued success and growth of the construction company.
 - **Suggestions for improvement in Human Resource (HR) policies from survey conducted.**
- Table No. 4.26, shows data for employer's initiatives to provide rest areas to workers. Employer is providing rest areas for employees to take breaks and rest during the working day. Rest facilities are required for welfare reasons, health and safety reasons, or both.
- Table No. 4.27, shows data for toilets and handwashing facilities from employer. Employer is providing toilets and urinals at construction sites, and ensure they are conveniently located. Employers must provide free of charge, temporary living accommodation with separate facilities for bathing, washing, and lavatories, as close to the work site as possible.
- Table No. 4.28, shows data for drinking water facility from employer to for workers. Employer is providing a sufficient supply of wholesome drinking water for construction workers at suitable points.
- Table No. 4.29, shows data for Provision of first aid facilities from employer. Employer is providing first aid facilities at construction sites. The Health and Safety (First Aid) Regulations also require construction sites to have a first aid box with enough equipment to handle the number of workers on site, and an appointed person to take charge of first-aid arrangements.
- Table No. 4.30, shows data for provision of temporary accommodation to workers from employer. According to the Building and Other Construction Workers Act, employers must provide free temporary accommodation for construction workers on the work site or as close to it as possible. The accommodation should be for the duration of the construction work. Employer is providing temporary accommodation should meet requirements, including Bathrooms, cooking facilities, Drinking water access, and Other relevant facilities.
- Table No. 4.31, shows data for provision of insurance policies to workers from employer. Employer is providing insurance policies for construction workers to cover the costs of injuries, illnesses, and property damage.
- Table No. 4.32, shows data for provision of safety policies to workers from employer. Employer must plan to provide the Personal Protective Equipment (PPE) must be provided to outline the types of PPE required on job sites and mandate their usage. It is required to conduct regular safety training sessions for all workers to ensure they are aware of hazards and best practices. Reporting Procedures must be followed to observe & reporting accidents, injuries, or safety concerns promptly.
- Table No. 4.33, shows data for provision of leave and time off to workers from employer. Employer can set system for vacation and Holidays by specifying the allocation and procedure for requesting vacation time and holiday schedules. Sick Leave: Define policies for sick leave entitlements and procedures for reporting illnesses. Bereavement Leave can be provided for compassionate leave in the event of a family member's death.

- Table No. 4.34, shows data for provision of employee benefits to workers from employer. Employer must plan for providing Health Insurance which will offer health insurance coverage options, including dental and vision plans. Employer must plan for providing disability Insurance which will outline disability insurance coverage and procedures for filing claims.
- Table No. 4.35, shows data for employer's attitude to follow code of conduct and discipline. Employer must establish expectations for professional behaviour, including interactions with colleagues and clients. Disciplinary Procedures can be taken to outline steps for addressing misconduct, including warnings, suspensions, and terminations.
- Table No. 4.36, shows data for employer's practice to carry out performance management. Employer has to take performance reviews by conducting regular performance evaluations to provide feedback and identify areas for improvement. Employer must set clear performance goals aligned with project objectives and career development.
- Table No. 4.37, shows data for provision of training and development to employees from employer. Employer must go for Skills Training for employers which will offer opportunities for skill development and certification relevant to construction work. It will boost Career Advancement and Provide pathways for career growth within the organization, such as apprenticeship programs or tuition assistance for further education.
- Table No. 4.38, shows data for employer's approach to follow Equal Employment Opportunity & Anti-Discrimination. Padmavati developers prohibits discrimination based on race, gender, age, disability, religion, or other protected characteristics. Harassment prevention by implementing measures to prevent and address harassment in the workplace.
- Table No. 4.39, shows data for implementation of drug and alcohol policy from employer. Company must specify requirements for drug and alcohol testing, especially for safety-sensitive positions. Rehabilitation Support can be provided. Company should offer resources and support for employees struggling with substance abuse issues.
- Table No. 4.40, shows data for employer's approach in following Environmental Policies. It is observed that Padmavati developers has good reputation in environmental compliance. This ensures adherence to environmental regulations and promote sustainable practices on job sites. Padmavati developers also believe in waste management: They have established procedures for proper disposal of construction waste and hazardous materials.

6.8 Conclusions

This analytical study delves into the critical aspects of entrepreneurship, marketing strategies, and HR policies within the context of a construction company. Through a comprehensive examination of these areas, several key insights emerge, highlighting the significance of innovation, adaptability, and marketing management in navigating the difficulties of the Padmavati developers, Ichalkaranji. By aligning these critical functions with strategic objectives, market dynamics, and industry trends, construction firms can navigate challenges, seize opportunities, and achieve sustainable growth in an ever-evolving business environment. Padmavati developers, Ichalkaranji can position themselves as industry leaders, driving positive impact and value creation for stakeholders, clients, and communities alike.

Entrepreneurship serves as a catalyst for growth and sustainability, empowering construction companies to identify and capitalize on emerging opportunities. By embracing innovation in technology, project management, and business models, Padmavati developers, Ichalkaranji can drive efficiency, enhance competitiveness, and foster long-term success. Moreover, fostering a culture of entrepreneurship within the organization cultivates creativity, resilience, and a forward-thinking mindset, enabling the company to thrive in a dynamic and evolving market landscape.

Effective marketing strategies play a pivotal role in promoting the brand, attracting clients, and generating business opportunities. By leveraging diverse channels, such as digital platforms, networking events, and referral programs, Padmavati developers, Ichalkaranji can effectively reach their target audience, differentiate themselves from competitors, and build lasting relationships with clients and stakeholders. Moreover, by emphasizing the company's unique value proposition, commitment to quality, and sustainability practices, construction firm can enhance its reputation, credibility, and market positioning.

HR policies form the backbone of organizational management, shaping employee engagement, performance, and overall productivity. In the Padmavati developers, Ichalkaranji, where safety, skill development, and workforce management are paramount, robust HR policies are essential for ensuring compliance, mitigating risks, and fostering a positive work environment. By prioritizing safety training, offering competitive benefits, and promoting diversity and inclusion, construction company can attract and retain top talent, enhance employee satisfaction, and drive organizational success.

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