



ENGINUITY 2021 COMPETITION

PERFORMANCE REVIEW FOR 'The New AECOMers'

MANAGEMENT TEAM

Alexander Mcilroy

Krist Mak

Juan Sebastian Canavera Herrera

Aymaan El Halimi

Weronika Rybinska

SPONSOR

AECOM

THE CHALLENGE



It is the **beginning of 2021**.

A UK-based **global construction business** that has only been in existence for one year needs a **new management team** to run the company for the foreseeable future.

The company **operates in a number of sectors**, with jobs, clients, rival competitors, and people worldwide.

To grow the business the new management team will need to devise an **effective business strategy**.

Developing an effective strategy will involve acquiring an understanding of :-

- The **economic environment** in which the company is operating
- The **strengths and weaknesses** of the business as it currently stands

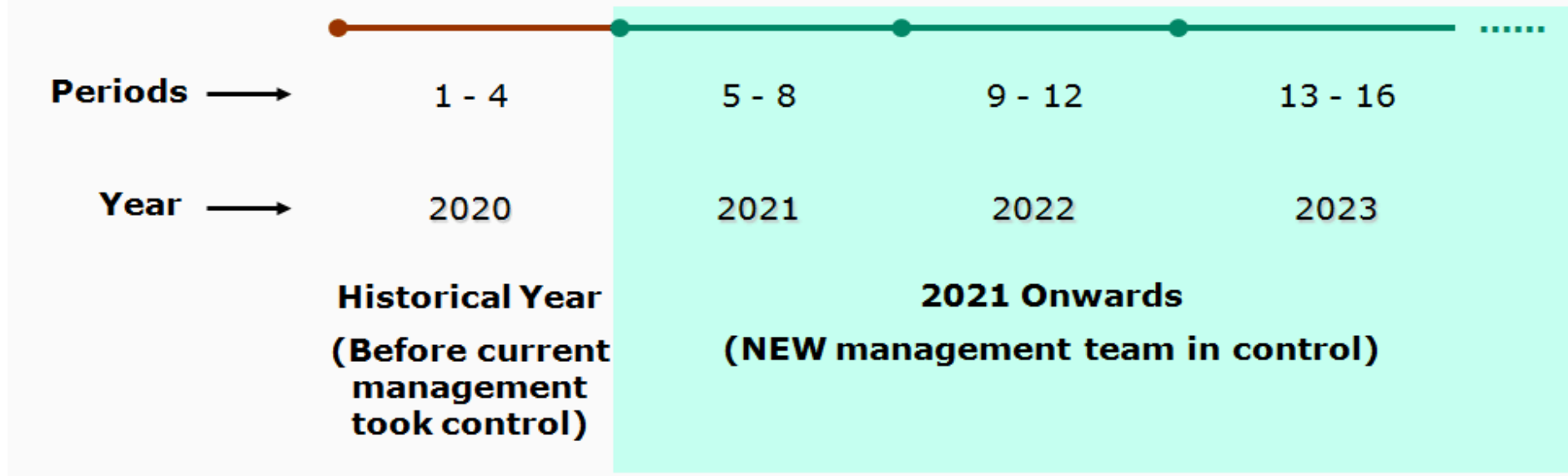
To implement the strategy **decisions** will have to be made in a number of key areas :-

- Financial management
- Overhead management
- Procurement
- Job progression



TIMEFRAME

Decisions are made for a **period**, representing 3 months, or a quarter, in the real world.



The new management team were in charge for two different stages.

THE EARLY YEARS (PERIODS 5-12)

During the Early Years the competition for jobs comes from a number of simulated companies. Each one has their own unique profile and bidding history, and a careful assessment of the opposition is required to formulate an effective procurement strategy.

THE LATER YEARS (PERIODS 13-18)

During the Later Years the teams compete 'head to head' against each other for work. This creates an even more uncertain and pressurized environment in which the skills and team dynamics formed in the early years are really put to the test.

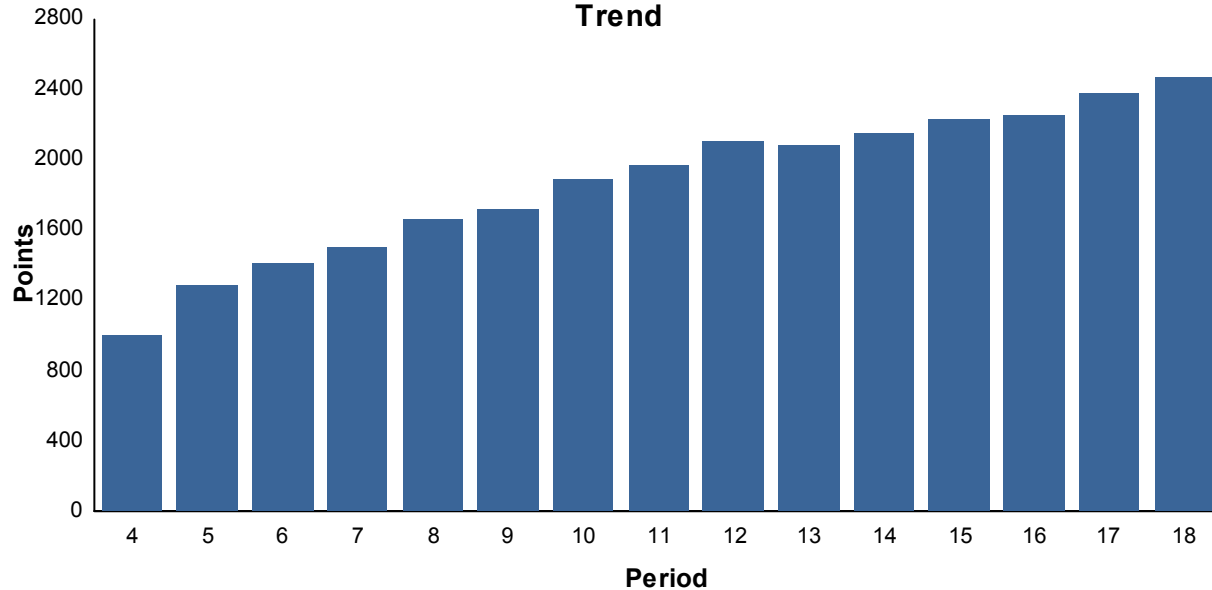
OVERALL PERFORMANCE (KPIs)

Performance Indicators were used to measure company progress, weighted at the end of the History to reflect their variability, initially to 1,000 points.

Overall company performance improved from 1,000 to 2,464 points

End Period	Status	Year/qtr	Turnover	Gross Profit To Turnover	Operating Profit To Turnover	Company Value	Capital Employed	Contract Completion	Forward Workload	Forward Margin	Share Price	Client Satisfaction	Total Rating
4	History	2020 (Q4)	40	170	120	170	130	80	70	100	70	50	1,000
5	Early Years	2021 (Q1)	49	181	142	182	152	113	126	182	82	78	1,287
6	Early Years	2021 (Q2)	56	204	175	200	163	129	124	183	82	99	1,415
7	Early Years	2021 (Q3)	62	223	204	224	171	129	124	164	82	120	1,503
8	Early Years	2021 (Q4)	69	237	225	252	179	164	133	174	82	149	1,664
9	Early Years	2022 (Q1)	74	241	227	269	182	184	127	155	86	174	1,719
10	Early Years	2022 (Q2)	78	246	232	287	187	196	168	199	97	201	1,891
11	Early Years	2022 (Q3)	83	245	237	308	191	213	165	189	109	223	1,963
12	Early Years	2022 (Q4)	87	247	240	325	195	238	194	208	122	252	2,108
13	Later Years	2023 (Q1)	94	231	223	334	198	250	172	173	133	277	2,085
14	Later Years	2023 (Q2)	102	225	219	361	200	309	150	123	143	321	2,153
15	Later Years	2023 (Q3)	102	222	209	362	200	309	201	126	142	353	2,226
16	Later Years	2023 (Q4)	108	220	209	389	202	324	172	86	151	386	2,247
17	Later Years	2024 (Q1)	111	213	201	399	203	354	219	104	162	416	2,382
18	Later Years	2024 (Q2)	114	207	194	407	205	381	227	112	167	450	2,464

Overall KPI Trend



TURNOVER

An indication of how much work the company has done

GROSS PROFIT TO TURNOVER

A measure of how profitable the company's jobs have been

OPERATING PROFIT TO TURNOVER

A measure of how profitable the company is after considering all operating factors

COMPANY VALUE

A measure of the asset value of the company

CAPITAL EMPLOYED

A measure of how well the company's infrastructure is being utilised

CONTRACT COMPLETION

An indication of how successful the company is in completing contracts

FORWARD WORKLOAD

The remaining turnover (value) of jobs still in progress

FORWARD MARGIN

The remaining profit of jobs still in progress

SHARE PRICE

A measure of the strength of the company's share price

CLIENT SATISFACTION

An indication of the strength of the relationship build up with the company's clients

PERFORMANCE SUMMARY

	History	Since	Change	Basis	Additional information
Number of periods	4	14			
FINANCIAL MANAGEMENT					
Company value	4,953,073	11,857,040	139 %	End of timeframe	
Share price	1.03	2.46	139 %	End of timeframe	
Average capital base	4,086,919	6,469,836	58 %	Each period of timeframe	
Average capital base utilisation	73 %	95 %		Each period of timeframe	
Average turnover	11,827,670	20,030,960	69 %	Each period of timeframe	
Job profit	4.2 %	5.2 %		During whole timeframe	As a % of job costs
Overhead costs	1.8 %	1.4 %		During whole timeframe	As a % of job costs
Net operating profit	1.9 %	3.2 %		During whole timeframe	As a % of job costs after tax and interest
Dividend paid	1.8 %	0.6 %		During whole timeframe	As a % of job costs
Forward workload	17,800,340	57,647,420		End of timeframe	
Forward margin	692,358	772,041		End of timeframe	
OVERHEAD MANAGEMENT					
Market share	11 %	26 %		During whole timeframe	% of the overall new work in the market identified
Market share split (UK)	0 %	0 %		During whole timeframe	% of the market share in the UK
Market share split (OV)	0 %	0 %		During whole timeframe	% of market share Overseas (outside the UK)
Head office staffing level	100 %	121 %		During whole timeframe	Optimum level is 100%
QHSE staffing level	100 %	130 %		During whole timeframe	Optimum level is 100%
Measurement staffing level	100 %	130 %		During whole timeframe	Optimum level is 100%
PROCUREMENT					
Number of jobs bid for	11	70		During whole timeframe	
Number of jobs won	6	31		During whole timeframe	
Bidding success rate	55 %	44 %		During whole timeframe	Jobs won as a % of jobs bid for
JOB PROGRESSION					
Project manager weighting	8.2	8.3		During whole timeframe	Out of 10
Project manager resignations	0	3		During whole timeframe	Due to insufficient bonus levels or being headhunted
Net gain from bonus payments to project managers	43,544	606,372		During whole timeframe	
Jobs finished early	0	21		During whole timeframe	
Jobs finished on time	0	9		During whole timeframe	
Jobs finished late	0	0		During whole timeframe	
Ineffective labour on site	1 %	1 %		During whole timeframe	
Subcontractor labour used on site	8 %	11 %		During whole timeframe	As a % of total labour
Job completion efficiency	n/a	0.92		During whole timeframe	0 to 1, where 1 is the optimum level
Reduction in job costs (build) due to targeted investments	0.0 %	0.6 %		During whole timeframe	
Reduction in job costs (risk) due to targeted investments	0.0 %	0.3 %		During whole timeframe	
For D&B jobs, change in build cost due to consultant designer	0.0 %	-0.9 %		During whole timeframe	
Measure of risk contingency included in bids	1.0	0.9		During whole timeframe	0=No contingency, 1=sensible level, 2=full risk cost
Risk cost incurred before mitigating factors	56 %	75 %		During whole timeframe	As a % of the contingency in the bid
Change in risk cost incurred due to mitigating factors	-39.2 %	-41.8 %		During whole timeframe	
Risk cost incurred after mitigating factors	34 %	44 %		During whole timeframe	As a % of the contingency in the bid