

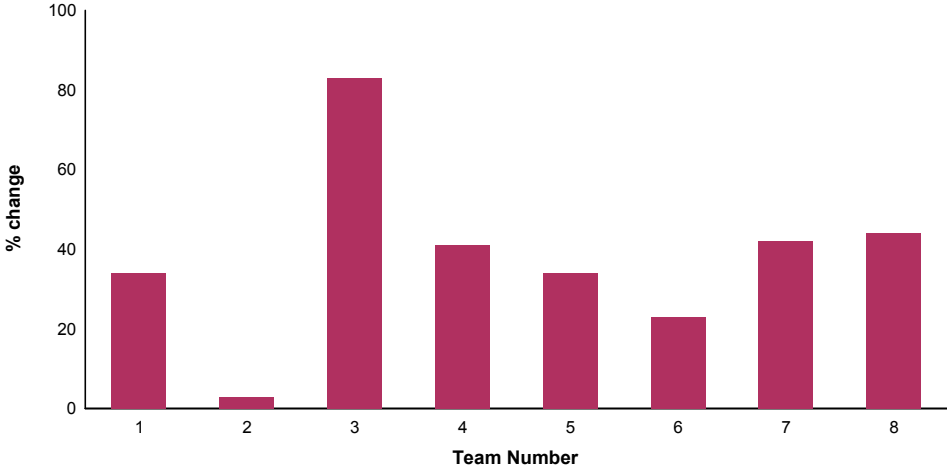


Laing O'Rourke Graduate Competition 2015

COMPARATIVE ASSESSMENT OF TEAMS REPORT

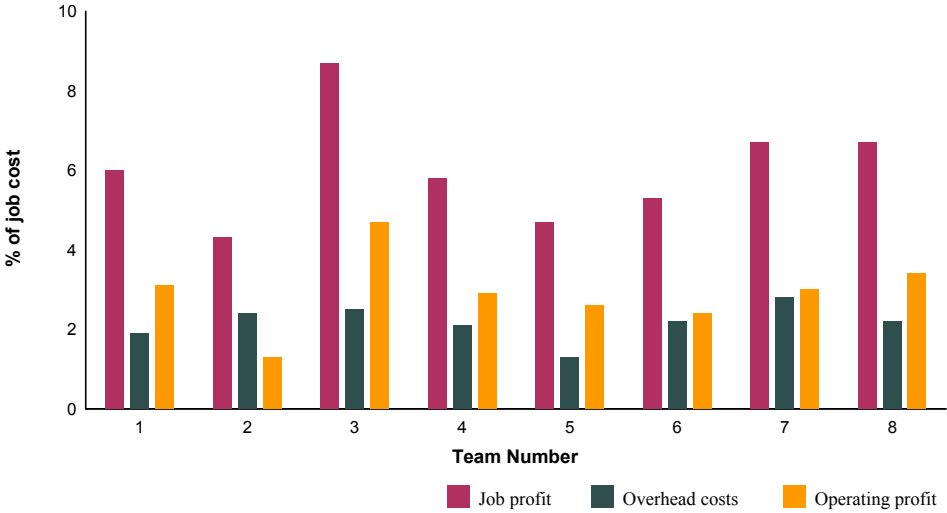
No.	Name	FINANCE			OVERHEADS								PROCUREMENT				JOB PROGRESSION					
		No. of periods in charge	% change in Comp Value	% change in Share Price	% Market Share	Marketing Department					% of required staffing level allocated for Head Office, QHSE and Measurement Departments			No. Jobs Bid For	No. Jobs Won	No. Jobs Lost	% Bidding Success Rate	Profitability (% of Job Costs)				
						IND	B&C	TRA	ENE	W&S	UK	OVR	H/O					QHSE	MEA	Job Profit	O/Head Costs	Oper Profit
1	Team Zenith	8	34	85	38	0	49	43	8	0	39	61	157	184	189	34	16	18	47	6.0	1.9	3.1
2	AJ & Sons Construction	8	3	-15	37	0	56	0	22	22	30	70	198	297	283	32	19	13	59	4.3	2.4	1.3
3	No Guts, No Glo'ry	8	83	109	40	0	35	33	0	32	39	61	211	221	221	32	17	15	53	8.7	2.5	4.7
4	Team GiveUsBacon	8	41	34	31	1	36	37	0	26	58	42	151	184	184	31	19	12	61	5.8	2.1	2.9
5	ExemplOR	8	34	44	25	30	37	9	23	2	39	61	126	134	134	33	18	15	55	4.7	1.3	2.6
6	Cap Sizing LLP	8	23	38	33	0	5	50	36	9	25	75	153	174	169	42	18	24	43	5.3	2.2	2.4
7	Laing O'Rogers	8	42	68	44	1	60	6	33	0	28	72	278	269	269	27	16	11	59	6.7	2.8	3.0
8	Three's company	8	44	111	36	0	45	21	18	15	40	60	233	238	238	26	15	11	58	6.7	2.2	3.4

COMPANY VALUE



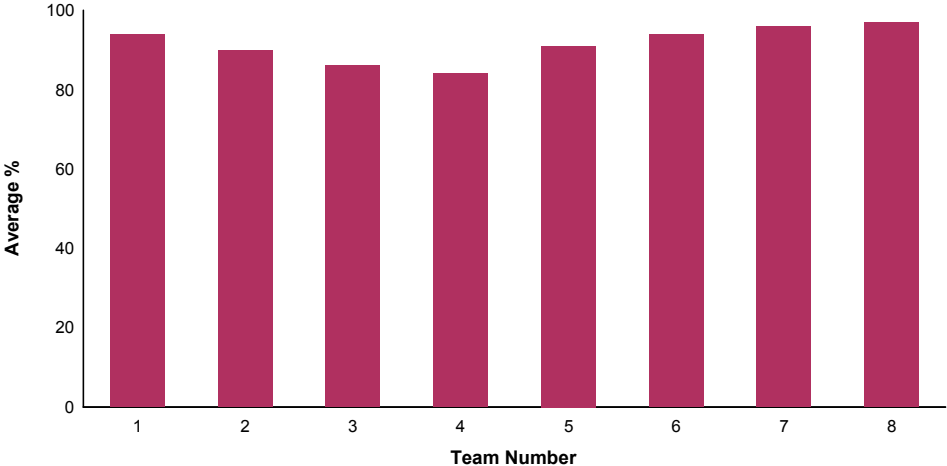
Increasing the value of the business is the prime objective of the management team.

PROFITABILITY



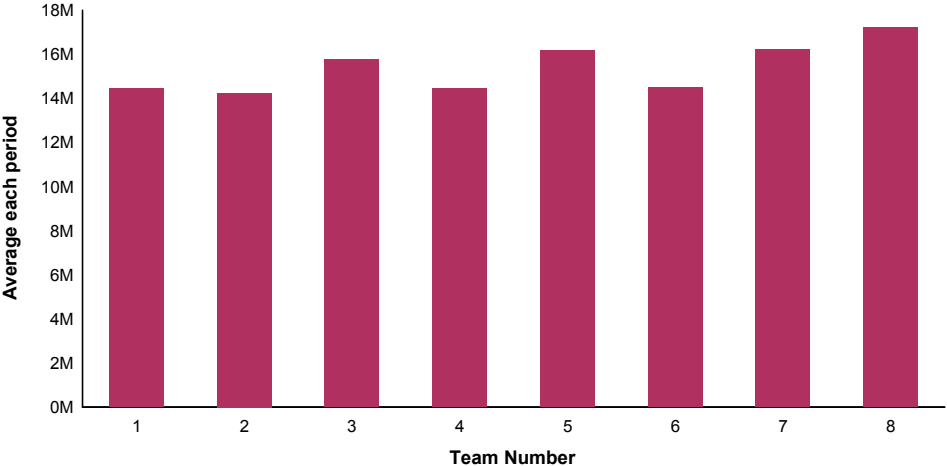
Managing jobs as profitably as possible, and keeping overhead costs under control, are both key drivers in ensuring that the company's operating profit is as healthy as possible. This ultimately feeds into the cash account, and affects company value.

CAPITAL EMPLOYED



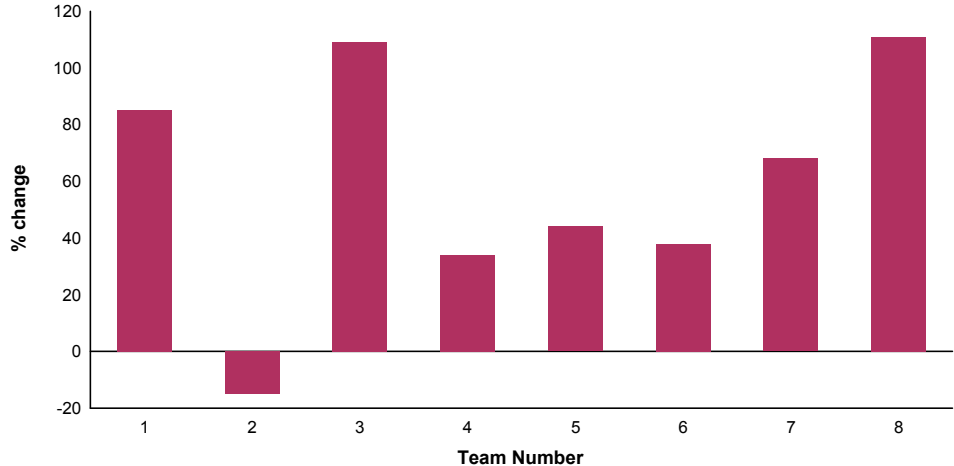
The Capital Employed measures how much of the company's capital base (infrastructure) is being utilised through winning and progressing work.

TURNOVER



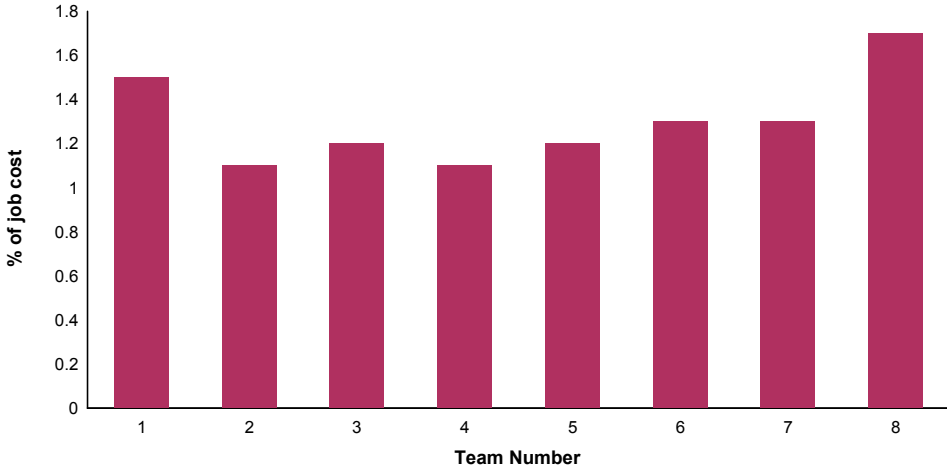
Identifying and securing new work ensures that the turnover (monies earned) across all jobs progressed is healthy.

SHARE PRICE



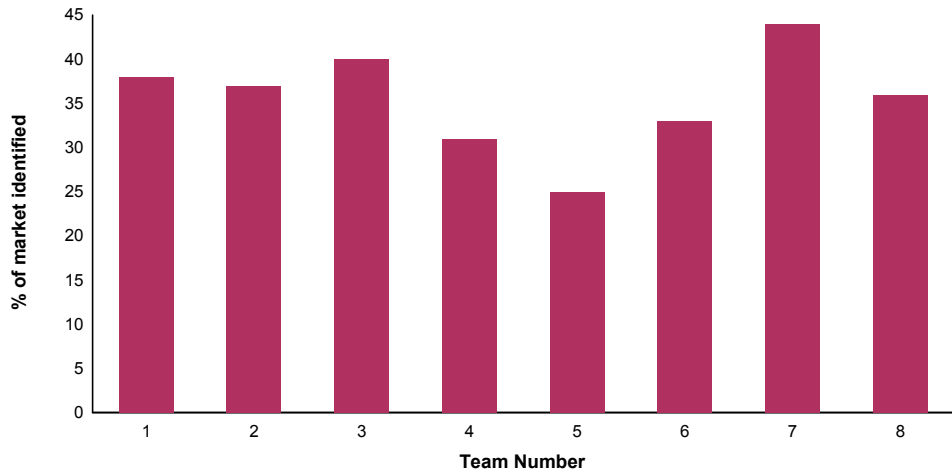
Shareholders like receiving high dividends. However, it is the company's share price, which takes into account a number of factors, that reflects how well a business is performing.

DIVIDEND PAID



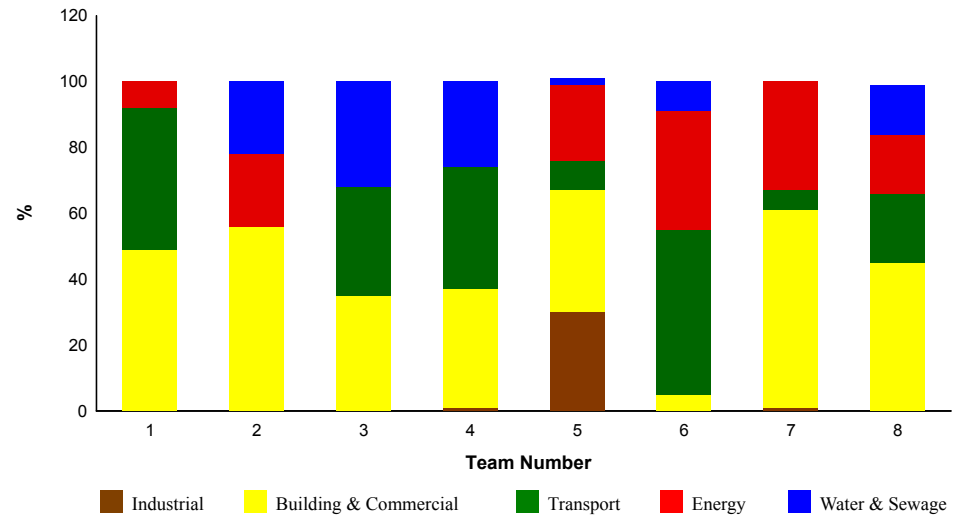
The level of dividend paid to shareholders should be in line with what the company can afford, and not exceed the operating profits of the business.

MARKET SHARE (OVERALL)

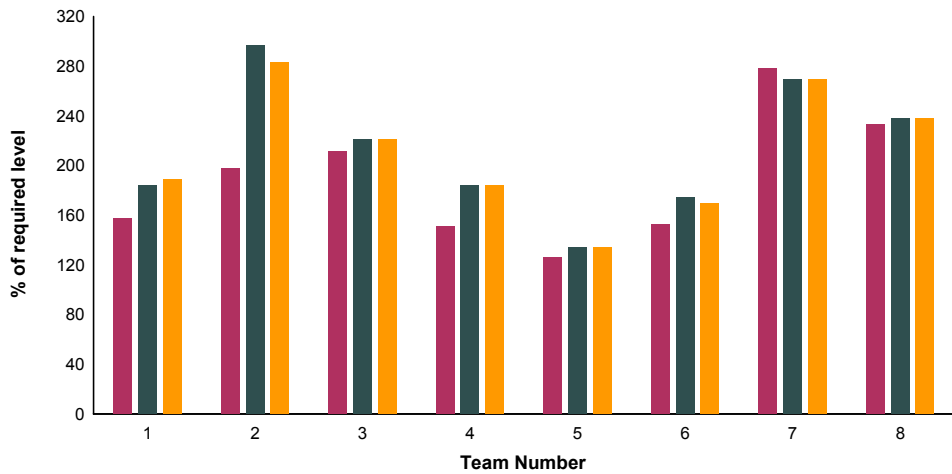


Developing an effective marketing strategy, and identifying new work in different sectors and locations (UK/Overseas) is critical to enable the business to grow by securing jobs through competitive bidding.

MARKET SHARE SPLIT (BY SECTOR)



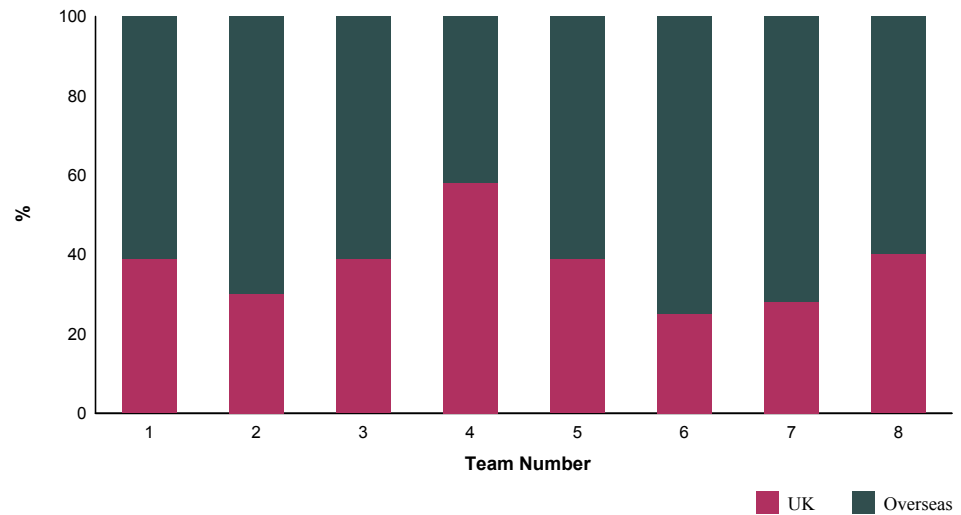
OVERHEAD STAFFING



Efficient overhead management has a significant impact on operating profitability. 100% was the benchmark to have no adverse affects on costs and value, but the optimum level was 200%.

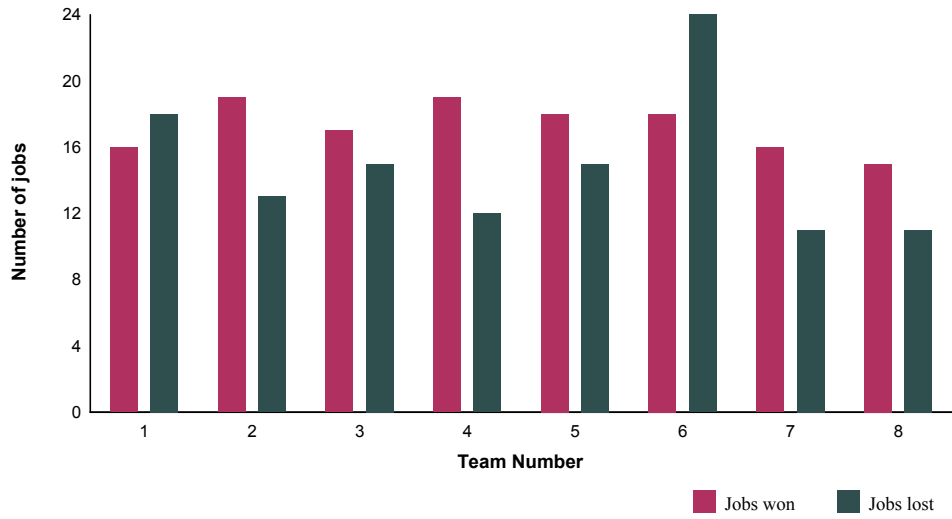
■ Head Office ■ QHSE ■ Measurement

MARKET SHARE SPLIT (BY LOCATION)

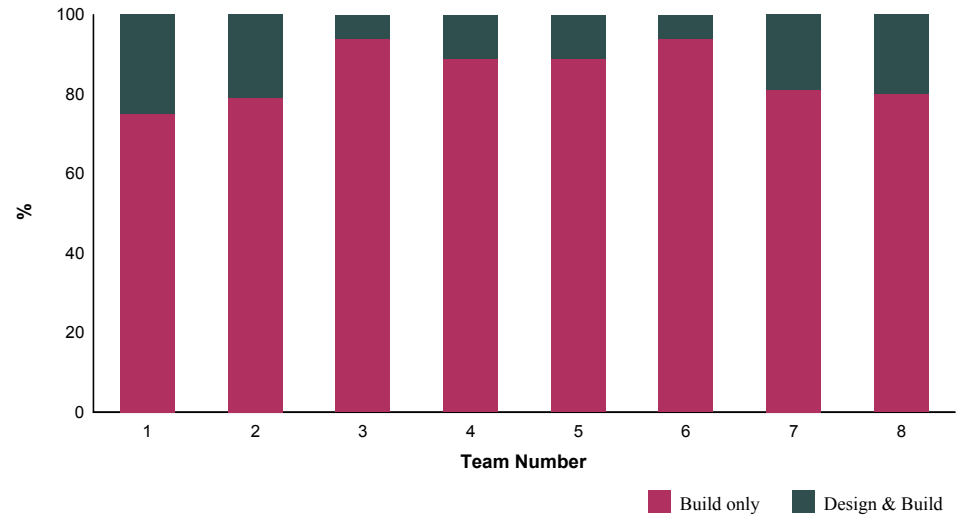


■ UK ■ Overseas

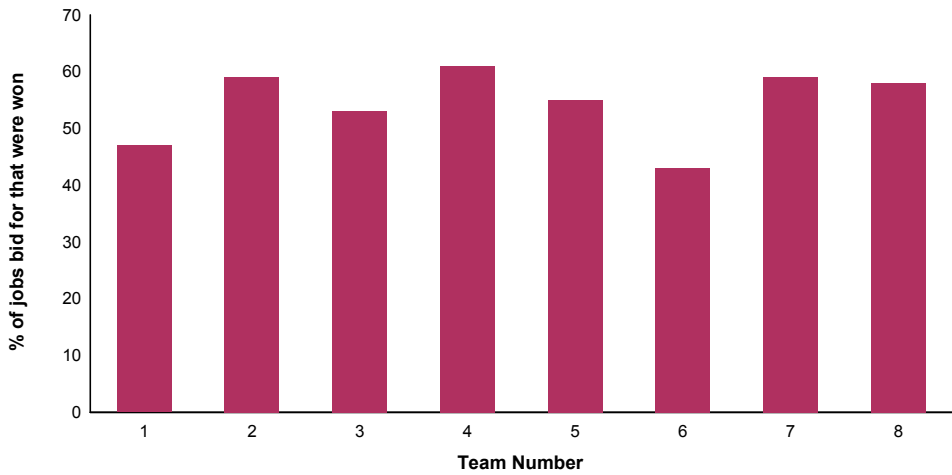
JOBS WON AND LOST



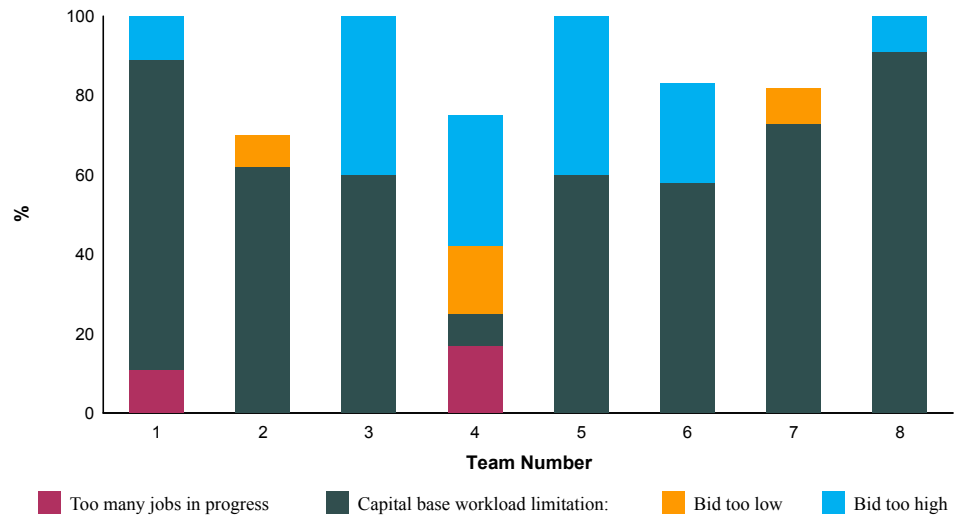
TYPE OF JOBS WON



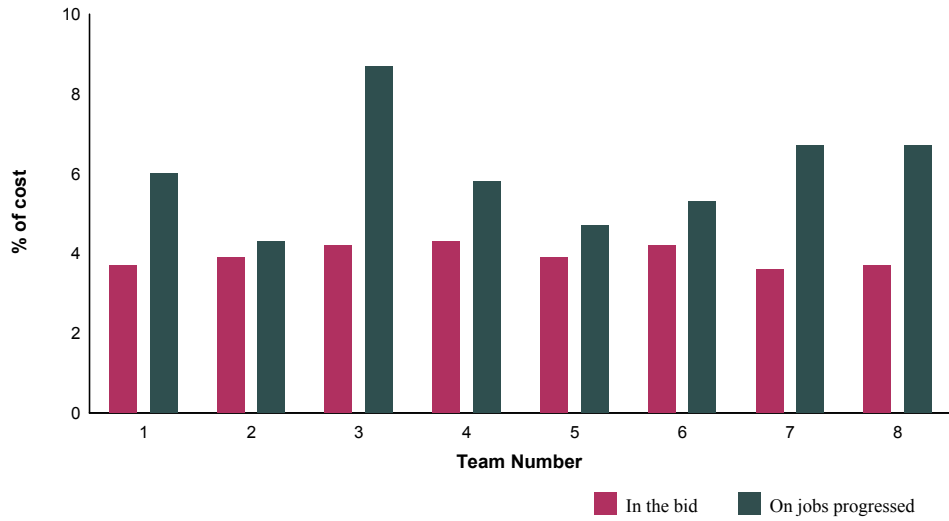
BIDDING SUCCESS



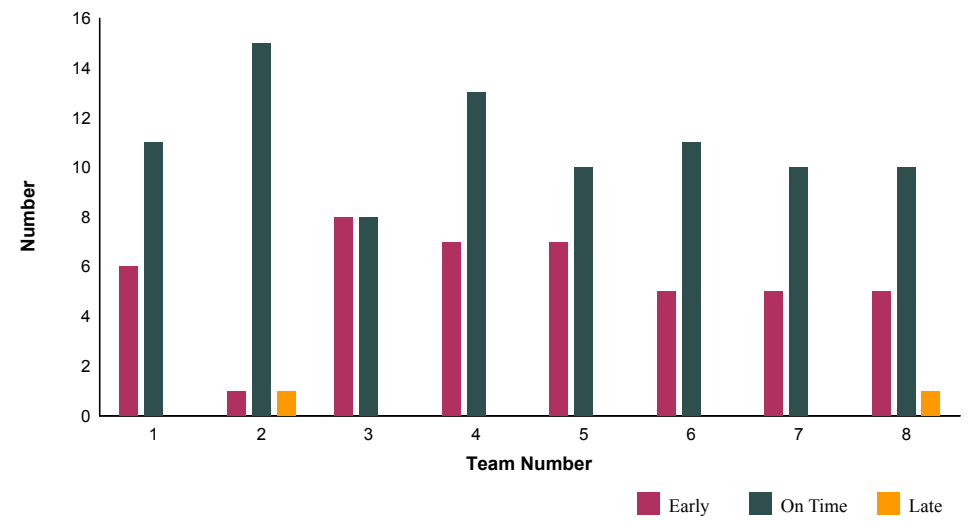
REASON FOR JOB LOSS



MARGINS

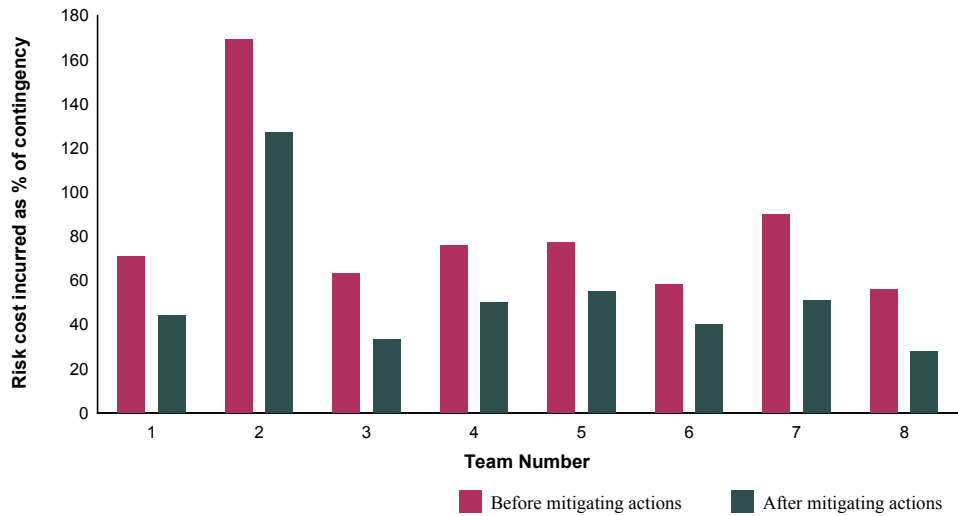


JOB COMPLETION



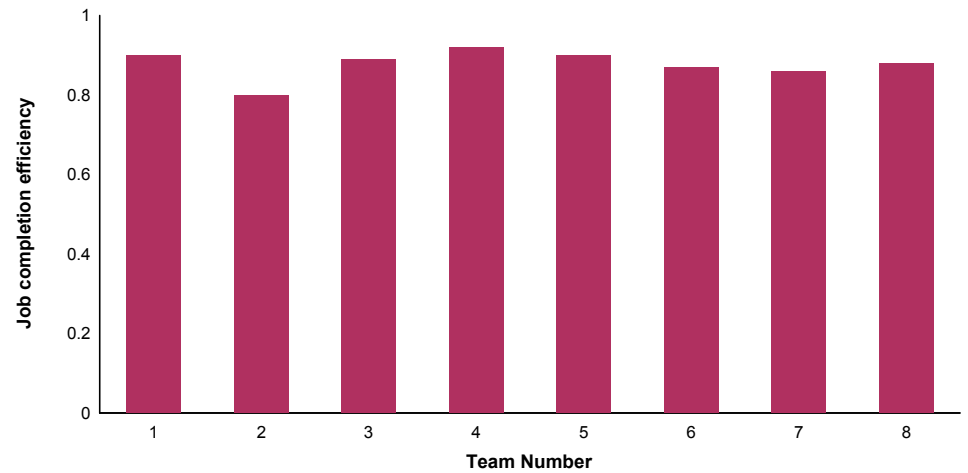
Early job completion earns a bonus from the client, frees off resources, and improves client relationship. Conversely, late completion incurs a penalty charge, and can significantly damage client relationship.

RISK MANAGEMENT



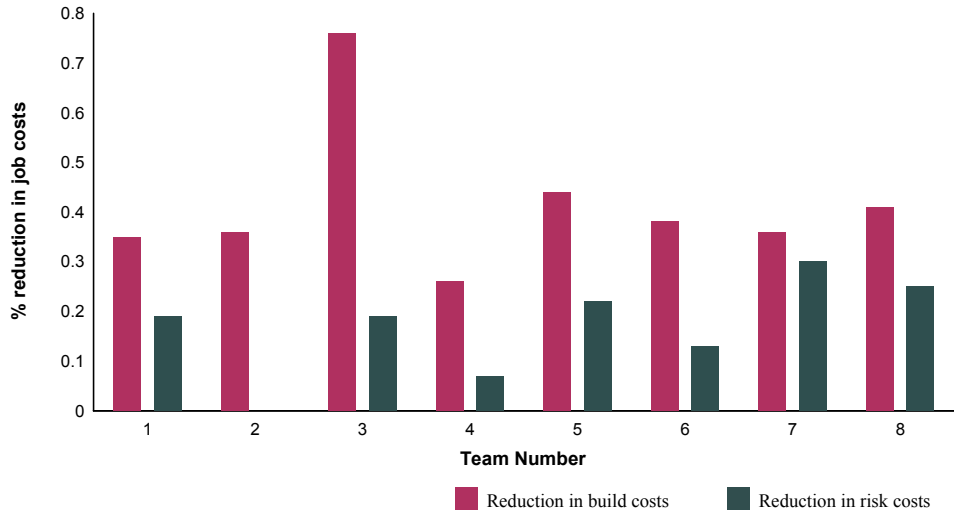
An effective risk management policy is crucial to keeping projects as profitable as possible.

LABOUR MANAGEMENT



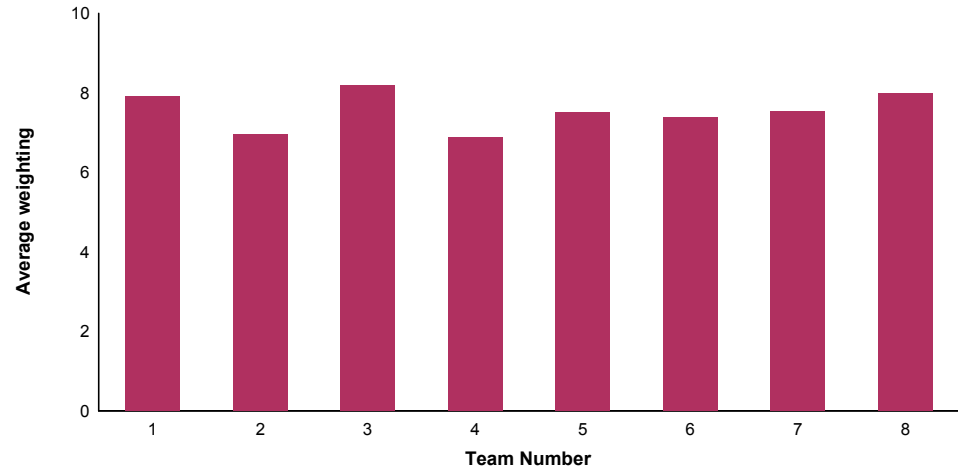
Completing jobs as efficiently as possible in terms of labour resourcing is key to maximising job profits. The efficiency rating is from 0 to 1, where 1 is the optimum level.

TARGETED INVESTMENTS



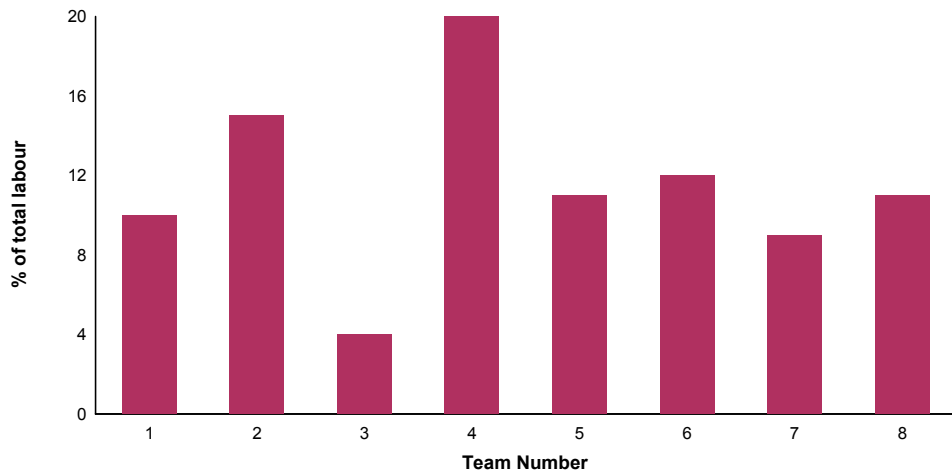
Targeted investments can reduce job costs, such as build and risk costs, significantly.

PROJECT MANAGER (PERFORMANCE)

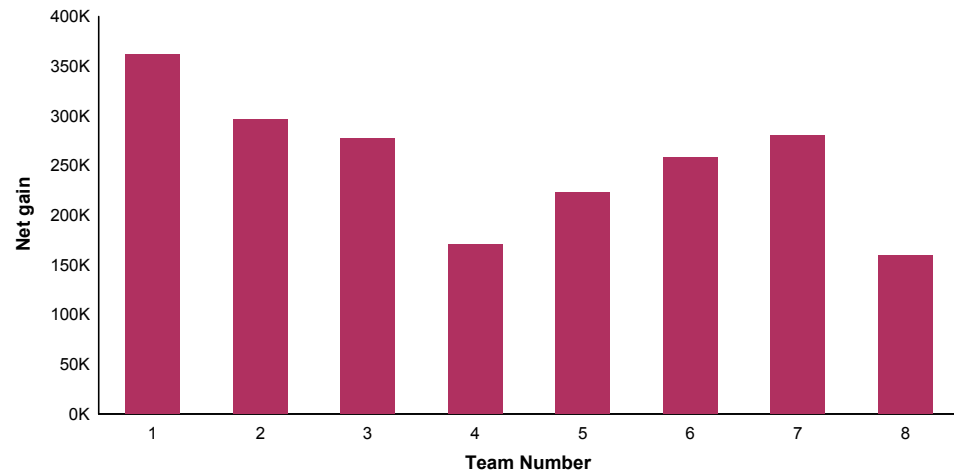


A project manager with well-matched experience for a particular type of job will handle available resources more efficiently, whilst a project manager with inappropriate experience will impair contract efficiency. Project managers are weighted from 1 (Poor) to 10 (The best possible).

SUBCONTRACTOR USAGE

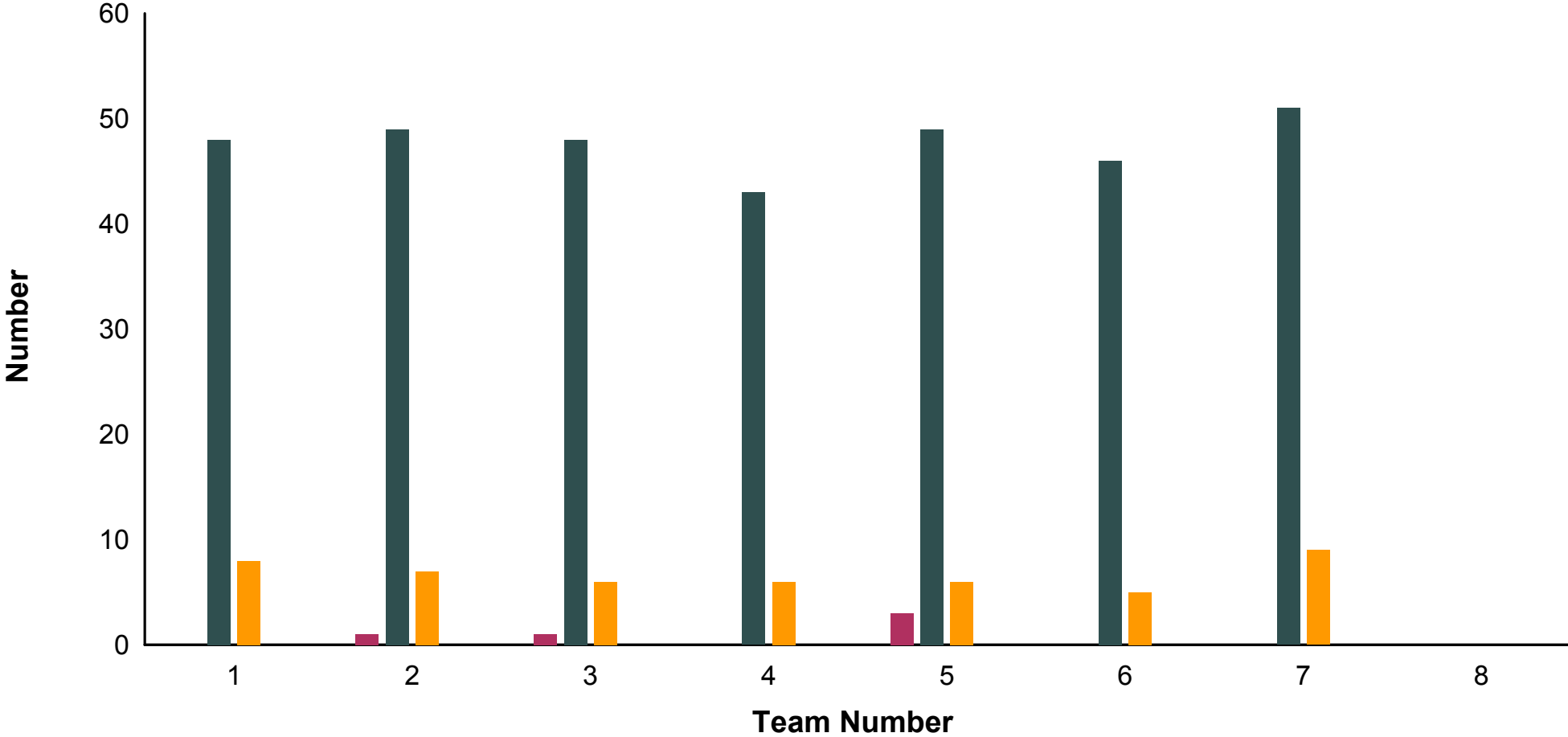


PROJECT MANAGER (BONUS AFFECT)



Paying a bonus to project managers not only prevents them from resigning, but can improve their productivity, with a potential net monetary gain (job profit).

CLIENT RELATIONSHIPS



- Poor or worst
- Satisfactory
- Fairly good to Extremely good
- Excellent or better