

Competitive Advantage in Civil and Mining Projects of Iran

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Abstract

One of the challenges facing most companies, regardless of size, age or the kind of industry, is how to acquire and retain competitive advantage. Competitive advantage is the most important part of strategic management in the relations between companies and their business environment that is necessary for the successful performance of the civil and mining projects.

Today, executives still often fail to meet the demands of customers in terms of quality, costs and delivery time due to using traditional methods of execution, construction, service provision and production in some civil and mining projects of Iran. Hence, if suitable strategic approaches are not used by the companies active in design, execution and supervision, the industries will not achieve the sustainable competitive advantages.

At present, achievement of competitive advantage in different industries and identification of its indicators are one of the most important tendencies of managers in competitive markets, and if the consultant and contractor companies of civil and mining can manage different activities better than other companies, they will have a better economic future.

Construction and execution of civil and mining projects by traditional methods has different limitations and weak points, including the lack of adequate supervision and control, and waste of energy and resources (workforce, capital and time), and so on. On the other hand, competitive advantages in industrialization of civil and mining projects have made all elements of the civil and mining scopes use and replace technology and modern materials with traditional samples with a positive attitude. In addition, companies that tend to create wealth continuously use the strategic management to achieve success in competitive transactions with their other competitors.

Comparison and evaluation of performance indicators in civil and mining projects of Iran through traditional and industrial construction methods, finally propose to and encourage senior managers to measure the indicators of the competitive advantages such as quality, delivery time, cost, partnership and environmental effects in civil and mining projects, and identify other indicators of competitive advantages in different industries.

Key words: Competitive Advantage, Strategic Management, Traditional and Industrial Construction Methods, Civil and Mining Projects.

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