



MARKETING PLAN

Section One

CH2M HILL Companies Limited has been accredited for its heavy construction works. As a contractor, the company offers wide variety of engineering, construction, project management and technical services. For more than eight decades, the company has successfully offered quality engineering services, and has been fully committed to enter into business relationships with clients with the objective of achieving full strategic and operational purposes. With quality management personnel through the branches in Canada, the company has successfully incorporated technology and service excellence, with concern for the sustainable environmental demands, to deliver quality products to the customers.

Since its inception in 1930s, the company has worked to provide quality services to its clients. The main objectives are to provide clients with the most needed engineering and consulting services by

incorporating modern technology, creativity and ingenuity. The company experienced remarkable growth in 1970. At the time, the growth revenue amounted to \$6.3 million with more than 300 staff. In the mid-1970s, the company's revenues clocked \$96 million and over 1,800 employees in Canada and the United State. The establishment of Operations and Management International in 1987 resulted in substantial growth in company's revenues. By the end of the year, the revenue had grown up to \$320 million. When Ralph Peterson was elected the president in 1991, he ushered rapid growth and diversification. This necessitated more employees and by 1996, the company had acquired more than 6,000 employees. It realized a profit of more than \$1 billion. As part of its marketing strategies, the company acquired Lockwood Greene in 2003. By the end of 2009, the company comprised of more than 25,000 employees. Additionally, the company revenues had increased up to \$7.3 billion.

CH2M HILL is well positioned in the market due to vast connections in the engineering in engineering industry. The adoption of Enterprise Spatial Solution in 2004 represents classic brand extension. Geospatial businesses ventured after the adoption of ESS has boosted the business operations of the company. The volume of business has increased significantly hence greater market share.

PRODUCT PORTFOLIO OF CH2M HILL

Producers from regions such as Alaskan North Slope has derived numerous benefits from wide range of engineering, procurement and

construction services, materials management, environmental management and drilling project services offered by CH2M HILL Companies. The company has effectively delivered upstream oil and gas gathering and processing projects in Canada and Russian Arctic regions. Furthermore, the company has been applauded for delivering heavy oil processing projects at offshore sites and very remote areas all over the world. The company's ability to furnish labor materials and other technical equipment services has enabled it to support operations and maintenance throughout the world. The staff has gained an extensive experience in support operations and maintenance during heavy oil development projects in Alaskan North Slope. The company has also gained extensive experience in upstream oil and gas production processes.

The company offers chemical and petrochemical services. The company has staff skilled in all technical aspects related to chemical manufacturing. Furthermore, CH2M HILL's staff have specialized skills in vessel and reactor design, heater specification, rotating equipment and custom equipment modification. Their services has gained greater market share especially in 21st century.

Section Two

SWOT ANALYSIS OF CH2M HILL COMPANY

Strengths

CH2M Hill Companies has experienced remarkable growth since its inception. It is an employee owned company offering engineering solutions and services interrelated to transportation, water treatment and environmental remedies as discussed above. The growth of the company is attributed to its ability to deliver quality services to the customers. Quality systems can be achieved if the company has experienced professional who can provide wide range of services to the company. CH2M HILL Company has been constantly upgrading its plants too ensure efficiency hence quality product. This is facilitated by the experienced quality staff that is fully committed in realizing the objectives of the company. The staff is an asset to the company. Additionally, the company has integrated and construction resources which have enabled it deliver tailored solutions to the clients. Through these resources, the company can design and build very powerful generation facilities which can produce natural gas and other renewable sources at minimal costs. The company strengths lay on its ability to combine the skills and experience of its staff with innovative approaches for effective optimization of capital projects. The collaborative approach that the company uses enables clients to take advantages prevailing in the market. Customer satisfaction has

enabled the company attract and retain customers as reflected by larger customer clientele.

The strategic analysis of the company indicate that it intend to dominate system integration by capitalizing on geospatial expertise. According to the senior vice president and managing director of CH2M HILL's communication, Mr. Underwood, the company has ability to outwit the competition in the global spatial information management business due to spatial capabilities. The company adopted Enterprise Spatial Solution (ESS) as part of its geospatial business strategies, and this boosted system integration process in the company. The company has continually upgraded its ESS with the strategic intent of attracting more customers. Underwood projected that the company will be the leader in the geospatial business by the end of 2010.

It is not possible that a company has all the necessary ingredients for effective delivery of services or production. Partnering brings two firms together where resources are combined for common objective. The synergy effect of partnering is very great as evident when the company partnered Avanade. This enabled the company to implement Microsoft dynamics CRM 4.0 across all the business units. This increased the ability of the company to manage its business portfolio. The company can further maximize this effect in the management of business development in the future.

Weaknesses

The company growth is attributed to the services of the present staff. For efficiency, the workplace should be conducive enough. Injuries and other health assets degrade efficiency in production hence increasing costs. It is sad to note that the company's working environment has not been up to standard as expected. CH2M HILL's employees have been working in poor conditions especially in the company's plant. Employees' safety should be priority to the company's management. Lack of safety in the working environments is likely to paralyze implementation of different projects. This would lead to great loss to the company.

Opportunities

The company Suspect/Counterfeit Item program has been fully utilized. Even though the program was effectively implemented, it has not been fully processing information as expected. The company can promote quality assurance of the products to be offered in the market by maintaining up-to date information regarding.

Suspect/Counterfeit Item program

The company has experiences in wide range of product portfolio all over the world. The company's products are gaining publicity in many countries of the world. The capability of the company to complete heavy development projects attracts potential clients all over the world. Due to its effective work and completion of contracts within the stipulated time has earned good reputation to the company. As it ventures both national and international markets, the company have

been awarded wide range of projects such Panama Canal and Dubai. The company has been awarded contract to contract projects that will be used during 2012 Olympics projects. The company is credit worthy hence it can receive funds and grants from all over the world. The company can access significant amount of grants. This will allow the company to complete their projects without delays.

In order to stay competitive in the market, the company has improved its efficiency in delivery of services. The radical changes in technology carries the risk of making tools and equipments acquired to be obsolete. A lot of resources have been used to acquire these tools, and if this situation happens, the company will run a greater loss. The constant changes in technology require the company to constantly train its staff. This is very costly processes which reduce profitability of the company. As an engineering and construction company, specialized and experienced experts should be employed. This increases cost of production. The company has experienced stiff competition from Veolia Water North America. Currently, the two companies are competing over \$110 million wastewater treatment project to be constructed in Spokane County in Wash.

Section Three

MARKETING PLAN

The current turbulent business environment calls for proper strategies used in all company's undertakings. In order for the company to outwit competition and realized high profit margin, efficiency in the business operations is inevitable. It is important to understand that production processes are interconnected to the marketing strategies. For the company to be competitive in the market, it is imperative to observe more marketing strategies. As unveiled by the co-founders of the company, branding and product different are the core objectives of the marketing plans. Viola Water North America has posed competition threats in the industry. It is paramount for the company to offer products and services that are quite outstanding in the market. The intense competition that exists in US and Canadian markets poses challenges of lowering the volume of revenue to the company. Price competition is another alternative to attract more clients. If competition intensifies, the company will opt to price reduction without compromising on the quality of the services. The effective production systems will allow the company to deliver quality services at lower prices.

The market situation reflects the need to venture into new markets in overseas' countries. It is advisory for the company's top management and the economic planners to be prompt enough to discover the new

and viable markets to be discovered. In order to build larger clientele, the company has to spend great deal of resources in marketing the products in the new markets.