Business Description

Even General Contractor B.V. is a Private Limited Liability Company established in Curacao on November 10, 2020. The company is registered in the Commercial Register of the Curaçao Chamber of Commerce & Industry under number 155792.

The company is a reputable and established construction firm specializing in delivering top-quality construction and contracting services. With a commitment to excellence, innovation, and client satisfaction, the company built a strong reputation as a trusted partner in the construction industry. The company is dedicated to transforming visions into reality through superior craftsmanship, efficient project management, and a relentless focus on safety and sustainability.

The Core Competencies of Even General Contractor B.V. include:

- **Diverse Expertise**: Even General Contractor B.V. has a broad spectrum of expertise, encompassing residential, commercial, industrial, and specialized construction projects.

- **Quality Assurance:** The company is uncompromising when it comes to quality. The company's stringent quality control measures ensure that every project meets or exceeds industry standards.

- **Innovation:** Even General Contractor B.V. embraces cutting-edge technology and innovative construction methods. The company continually seek ways to optimize project efficiency, reduce environmental impact, and enhance the value we provide to our clients.

- **Safety First:** The safety of the team members, clients, and the community is paramount. The company maintains a strong safety culture, adhere to strict safety protocols, and invest in ongoing training to mitigate risks on every project.

The company's mission statement is the following:

"Even General Contractor B.V. Company is committed to delivering high-quality construction projects on time and within budget while exceeding customer expectations through excellent craftsmanship and top-notch customer service."

At Even General Contractor B.V. each project is viewed as a partnership. The company works closely with their clients to understand their unique needs, objectives, and budget constraints. This collaborative approach ensures that the company delivers tailored solutions that align with the clients' vision and expectations.

Industry Background

Construction, one of the world's oldest industries, holds a rich and enduring history dating back thousands of years to the very roots of civilization. It's a story of evolution, from the modest beginnings of simple mud-brick structures to the grandeur of complex skyscrapers and sprawling infrastructure projects that define modern landscapes.

The construction industry has diversified into key segments, each with its own distinct role and significance:

Residential Construction involves the creation of homes, apartments, and other residential structures, where the essence of comfort and family life is sculpted from bricks and mortar.

Commercial Construction shapes the environments in which commerce thrives, giving rise to offices, retail stores, hotels, and restaurants, not merely as functional spaces, but as architectural expressions of economic prosperity.

Industrial Construction constructs the foundations of industrial might, with factories, warehouses, power plants, and manufacturing facilities, serving as engines of innovation and progress.

Infrastructure Construction weaves the intricate web of public works projects that link communities and nations together - roads, bridges, airports, railways, and utilities - the vital arteries of civilization.

Specialized Construction caters to niche areas of human endeavor, spanning healthcare facilities, educational institutions, and sports complexes, demanding specialized skills and expertise.

Green and Sustainable Construction represents a forward-looking commitment to eco-friendly practices, energy efficiency, and the pursuit of LEED (Leadership in Energy and Environmental Design) certification, acknowledging the need for responsible building in a changing world.

Beyond its historical and segmental dimensions, the construction industry plays a pivotal role in the global economy. Its contribution to a nation's GDP and employment is significant, and its influence extends far beyond bricks and steel. Construction's impact ripples through various related sectors, bolstering manufacturing, materials supply, and the real estate market.

As the world evolves, so does the construction industry. It embraces technological advancements such as Building Information Modeling (BIM), drones, 3D printing, and

automation. These innovations bolster efficiency, accuracy, and safety, reshaping the way projects are envisioned and executed.

Nevertheless, progress in construction is not without its challenges. Labor shortages, cost overruns, project delays, and safety concerns loom as constant shadows. Economic cycles, influenced by fluctuating economic conditions, interest rates, and government infrastructure investments, create an ever-changing landscape that companies must navigate.

Amidst these challenges, safety remains paramount. The inherent risks associated with heavy machinery, elevated workspaces, and construction materials underscore the importance of rigorous safety measures and comprehensive training programs to protect the industry's most valuable assets—its workforce.

Looking to the future, several trends are poised to reshape the construction landscape. Modular construction and prefabrication are gaining favor for their efficiency and reduced construction timelines. Digital tools and data analytics are integrating seamlessly into project management, enhancing decision-making processes. Sustainability and renewable energy integration are becoming central themes as construction adapts to a greener, more responsible future.

In this cyclical industry, successful construction companies don't just build; they innovate and adapt. They navigate the currents of change, embracing emerging technologies and meeting evolving customer demands. Construction is a tale of progress, an ever-evolving narrative woven into the fabric of human civilization, where each project is a testament to human ingenuity and ambition.

Ownership Structure

The legal form of Even General Contractor B.V. is Private Limited Liability. Shareholders or owners of a private limited company have limited liability. This means their personal assets are protected, and their liability is generally limited to the amount they have invested in the company. In case of financial losses or legal issues, personal assets such as homes and savings are not at risk.

The director of Even General Contractor B.V. of is Mr. Lisandro Ensermo. Mr. Ensermo is responsible for the performance of the company. His main responsibilities, tasks and duties include, among others:

- ✓ providing direction for the business
- ✓ create, communicate, and implement the organization’s vision, mission, and overall direction i.e., leading the development and implementation of the overall organization’s strategy
- ✓ negotiate and agree to contracts

- ✓ develop and confirm schedules
- ✓ ensure all partners in the supply chain are working effectively and efficiently to ensure smooth operations
- ✓ communicate effectively with clients and respond to their requirements
- ✓ evaluate the success of the organization at regular interval

Mr. Ensermo is focused on directing the company's strategy towards a profitable growth. He will continue leveraging his past and current personal and professional experience, reputation, and relationships to continue generating business for the company.

The Business Model

The following figure describes the grounds on which Even General Contractor B.V. creates, deliver, and captures value by illustrating how the company will compete, use it resources, structures its relationships, interfaces with customers and generate profit.

Key elements in Even General Contractor B.V. business model include the customer value proposition, the key resources needed to deliver the customer value proposition, the company's core competences and the company's profit model.

Value Proposition

The Value Proposition of Even General Contractor B.V. is:

- ✓ High-Quality Construction Services: Provide top-notch construction services that meet or exceed industry standards.
- ✓ Customized Solutions: Tailor services to meet clients' specific needs, whether it's residential, commercial, industrial, or specialized construction

Customer Segments

Even General Contractor B.V. caters to:

- ✓ Residential Clients: Homeowners looking to build or renovate their homes.
- ✓ Commercial Clients: Businesses in need of office spaces, retail stores, hotels, or restaurants.
- ✓ Industrial Clients: Companies requiring manufacturing facilities, warehouses, or power plants.

Channels

The company's main channel is Networking: Build relationships with architects, real estate agents, and other industry professionals for referrals.

Additionally, the company seeks to establish an Online Presence by means of a professional website and active social media profiles to showcase projects and attract leads. The goal is to Raising awareness among customers about the company's services, allowing customers to purchase specific services and Deliver the Value Proposition to customers.

Customer Relationships

The Customer Relationships refers to the types of relationships a company establishes with its customers. Even General Contractor's customer relation is based on Personal Assistance whereby they work closely with clients to understand their unique needs, offer project updates, and ensure satisfaction.

- ✓ Transparency: Maintain open and honest communication throughout the project, including budget and timeline discussions.
- ✓ Post-Project Support: Provide ongoing maintenance and support services as needed.

Key Activities

The actions Even General Contractors B.V. takes to successfully operate and offer the proposed value proposition, reach markets, maintain customer relationships, and earn revenues include:

- ✓ Project Management: Oversee all aspects of construction projects, from planning and design to execution and completion.
- ✓ Skilled Labor: Employ experienced architects, engineers, project managers, and construction workers.
- ✓ Budgeting and Cost Control: Manage project budgets, control costs, and ensure financial efficiency.
- ✓ Compliance: Ensure compliance with building codes, safety regulations, and environmental standards.

Key Resources

The most important asset that makes the business model of Even General Contractors B.V. is:

- ✓ Skilled Workforce: Highly trained professionals with expertise in various construction disciplines.
- ✓ Equipment and Technology: Access to advanced construction equipment and technology.
- ✓ Financial Resources: Capital for project financing and operational expenses.
- ✓ Legal and Regulatory Knowledge: In-house or outsourced legal expertise for compliance.

Revenue Streams

Even General Contractor's revenue stream is transaction based.

- ✓ Project-Based Fees: Charge clients based on the scope, complexity, and size of construction projects.
- ✓ Maintenance Contracts: Offer ongoing maintenance and support services for additional revenue.
- ✓ Consulting Services: Provide consulting services on construction-related matters.

The pricing strategy used in business operations is a balance between being competitive and ensuring profitability. The pricing strategy is continuously adapted to the specific needs of each project. This is achieved through open communication with clients throughout the process.

Cost Structure

The company implements a Cost-driven cost structure focused on minimizing costs wherever possible, maintaining the leanest possible cost structure while maintaining service quality. The company's costs include:

- ✓ Labor Costs: Salaries and wages for skilled workers and management.
- ✓ Materials and Equipment: Costs associated with construction materials, machinery, and tools.
- ✓ Overhead: Office rent, utilities, insurance, and administrative expenses.
- ✓ Marketing and Advertising: Expenses related to promoting the company's services.
- ✓ Legal and Regulatory Compliance: Costs for legal counsel and regulatory compliance.
- ✓ Maintenance and Repairs: Expenses for maintaining construction equipment.

Key Partnerships

Key partners in the business model include:

- ✓ Suppliers: Collaborate with suppliers to secure high-quality materials and equipment.
- ✓ Subcontractors: Partner with specialized subcontractors for specific project requirements.
- ✓ Financial Institutions: Establish relationships with banks or lenders for project financing.