Construction Business Strategy Final Project Part #1 Please read the Harvard Business Case about Resilience and prepare the following: · Provide a 1 page reflection (single space) paper total on what this means to you from two perspectives: · 1) as a student during the Covid 19 pandemic who will be entering the construction industry soon (1/2 page) · 2) as a construction leader running a multi-million dollar firm (1/2 page) Part #2 (double space) Using what you have learned in this class, combined with previous assignments, prepare the following (these are portions of what would go into a business plan): · Provide a Name for your company. Have it be a name you would really want to use. 1. Executive Summary · Highlights · Objectives · Mission Statement · Keys to Success 2. Description of Business – provide a description 1-2 paragraphs and bullets for each of the following · Company Ownership/Legal Entity · Location · Services · Self-performing labor · Equipment · Safety · Typical contract methods 3. Marketing – provide a description 1-2 paragraphs and bullets for each of the following · Describe your marketing plan · Describe how you will solicit and find projects 4. Provide a bulleted list of SGA (overhead) items you will need for your company. 5. At a summary level, describe how you will make money (profit) your company. `