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## **Administrative Management, Sales Strategies and Marketing in Civil Construction: Guidelines for the Consolidation of New Projects**

*Administrative Management, Sales Strategies, and Marketing in Civil Construction: Guidelines for the Consolidation of New Enterprises*

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### **Summary**

The construction industry has emerged as a major driver of income and job creation in several countries, especially in the United States, where the constant demand for residential and commercial construction fuels the creation of new businesses. This article aims to analyze the importance of administrative management, sales strategies, and marketing practices for the consolidation of ventures in the construction sector. Based on a qualitative and exploratory approach, the study uses a case study of a Brazilian entrepreneur who started his entrepreneurial journey from scratch in the North American market. The analysis is grounded in theories of administration, strategic marketing, and small business management, articulating them with the specific challenges and opportunities of the construction industry. The results show that efficient organizational structuring, combined with a clear market positioning and well-defined sales strategies, are crucial for the sustainable growth of businesses in the sector. The study contributes to the academic literature by integrating administrative concepts with the reality of emerging companies in the construction industry, offering support for managers, researchers, and policymakers.

**Keywords:** administration, civil construction, strategic marketing, sales, emerging businesses.

### **Abstract**

The construction sector has emerged as a key driver of income and employment generation in several countries, particularly in the United States, where continuous demand for residential and commercial projects fuels the creation of new businesses. This article aims to analyze the importance of administrative management, sales strategies, and marketing practices in the consolidation of enterprises in the construction industry. Based on a qualitative and exploratory approach, the study presents a case report of a Brazilian entrepreneur who started his business journey from scratch in the US market. The analysis is grounded in theories of management, strategic marketing, and small business administration, linking them to the specific challenges and opportunities in civil construction. Results show that efficient organizational structuring, combined with a clear market positioning and well-defined sales strategies, are key factors for sustainable business growth. The study contributes to academic literature by integrating administrative concepts into the context of emerging construction businesses, providing insights for managers, researchers, and policymakers.

**Keywords:** administration. civil construction. strategic marketing. sales. emerging businesses.

## **1. Introduction**

Urban growth and the demand for infrastructure place the construction industry in a position to... This sector is strategic for the global economy. In the United States, this industry represents not only an economic pillar, but also a development opportunity for entrepreneurs who



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They seek to start or expand their businesses. In this context, the consolidation of new ventures is crucial.

It is directly related to the efficient application of administrative management practices and strategies.

sales and marketing.

This article aims to analyze how management, combined with marketing strategies, can contribute to this analysis.

and sales, it can be effectively applied in the construction sector, contributing to the

Strengthening start-up businesses. The research is based on the case study of Thiago Santiago,

a Brazilian entrepreneur who established his business in the USA, starting from scratch, with

based on planning, organization, market vision, and well-targeted strategies.

The relevance of the topic lies in the need to integrate classic administrative practices with

The demands of the construction market require agility, adaptability, and management.

Resource efficient use. The research connects academic concepts with business practice, offering

A critical look at the elements that drive the success of emerging businesses in this sector.

## **2. Theoretical Framework**

### **2.1 Fundamentals of Administration Applied to Civil Construction**

Administration as an applied social science aims to organize and optimize

resources available within an organization to achieve pre-established results.

(CHIAVENATO, 2014). In the context of civil construction, the complexity of operations, the management of

Multidisciplinary teams, tight deadlines, and limited budgets demand an application

strict adherence to administrative principles.

Authors such as Drucker (1999) emphasize that the role of the manager is not limited to supervision of

tasks, but it includes setting goals, strategic planning, and decision-making based on sound decisions.

in data. In civil construction, this implies the coordination of processes from the acquisition of

From materials to the final delivery of the project, including critical stages such as bidding processes and labor contracting.

construction work, compliance with technical standards, and financial control.

Effective management in construction companies must also consider factors

external factors, such as changes in public policies, exchange rate fluctuations (in the case of imports), and

Fluctuations in the real estate market. Therefore, the ability to adapt and plan are crucial.

Strategic skills become essential competencies for managers in this sector.

### **2.2 Sales Strategies in the Construction Market**

Selling services or projects in the construction industry requires a set of skills.

specific skills that go beyond technical ability. According to Kotler and Keller (2012), the sales process

In B2B (business-to-business) markets, as is common in construction, it involves long cycles of



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Negotiation, customization of proposals, and building lasting relationships with clients.

For construction companies to successfully position themselves and grow, it is

It is essential to structure a professional sales process, with steps such as active prospecting,

Portfolio presentation, site visits, and preparation of clear and competitive commercial proposals.

In addition, post-sales support and customer relationship management (CRM)

These factors become important differentiators for customer loyalty and referrals of new contracts.

The sector is also characterized by a strong dependence on contact networks, which reinforces the

The importance of a proactive stance from sales managers, brand reputation, and...

technical reliability of the service offered.

### **2.3 Marketing and Positioning in the Real Estate and Construction Sector**

Marketing in the construction industry directly influences how a company positions itself.

It introduces the market and attracts new customers. According to Kotler and Armstrong (2018), marketing

The strategic manager is responsible for identifying opportunities, segmenting the target audience, and defining the...

competitive brand positioning.

Construction companies that want to grow sustainably need to invest in

branding, digital presence (including on social media and platforms like LinkedIn and Google My

Business), production of technical content and demonstration of real-world cases. Furthermore, the trust of

Consumers are strongly influenced by factors such as certifications, quality awards,

Customer testimonials and visual portfolio.

For emerging businesses, the challenge is even greater: communicating credibility in a market.

highly competitive and often dominated by large construction companies. Strategies such as niching the

public (for example, working only on high-end renovations or small commercial projects),

to offer clear differentiators (such as the use of sustainable technologies or speed of delivery), and

Promoting local partnerships can be highly effective.

### **3. Materials and Methods**

This study is characterized as qualitative research, of an exploratory nature and

descriptive. According to Gil (2017), the qualitative approach is suitable for investigations that

They seek to understand phenomena in depth, especially those related to experience.

Human, social processes and organizational practices.

The research was structured as a single case study (YIN, 2015), centered on

The career path of Thiago Santiago, a Brazilian businessman active in the civil construction sector in the United States.

United. The case was selected based on criteria of empirical relevance and potential for



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contribution to the understanding of the application of administrative practices, sales strategies and Marketing in an emerging business context.

Data collection was carried out through a semi-structured interview with the businessman. Documentary review (portfolio, institutional materials, market data) and observation Indirect analysis of the company's digital presence and business practices. The content was analyzed based on... thematic content analysis technique (BARDIN, 2016), relating empirical data to the Previously defined theoretical categories: administration, sales, and marketing in the construction sector. civil.

The participation of Professor Saulo dos Santos, a university professor with experience academic background in administration, economics, and foreign trade, contributed to the foundation conceptual and validation of the theoretical analysis. The triangulation between practice and theory allowed for a broader understanding. Understanding the factors that influence the consolidation of emerging businesses in this sector. specific.

Finally, it should be noted that this research respected the ethical principles of scientific research. preserving the identity of sensitive data and maintaining the informed consent of those involved.

#### **4. Results and Discussion**

Thiago Santiago's entrepreneurial journey in the civil construction sector in the United States. United, this study demonstrates the practical application of fundamental concepts in administration, sales, and marketing. in the context of businesses started from scratch. When migrating from Brazil to the USA, the entrepreneur faced a series of challenges, such as adapting to the language, understanding the regulatory environment, and... Building a local network of contacts. These obstacles are common to many entrepreneurs. Beginners were surpassed by the implementation of strategic management based on organization. Planning and customer focus.

##### **4.1 Administrative Organization and Business Planning**

From the very first steps of the venture, Thiago applied basic principles of Administration, such as setting goals, structuring processes, and controlling costs. A Formalizing the deal was accompanied by the creation of clear operational flows and the hiring of qualified professionals and the use of digital tools for financial control and scheduling of works. This internal organization reflected the importance of scientific management (TAYLOR, 1911) applied to a practical and highly competitive context.

Furthermore, the adoption of strategic planning — as proposed by authors such as Hitt, Ireland and Hoskisson (2008) — allowed the identification of specific market niches, such as works



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Medium-sized residential properties and commercial property renovations are sectors with high demand and lower costs. presence of large construction companies.

#### 4.2 Sales Strategies and Customer Relationship Management

Understanding the importance of customer relationships and reputation as To gain a competitive advantage, Thiago structured his sales process based on three... Pillars: credibility, transparency, and proximity. The commercial strategy was geared towards... Personalized service, building trust, and strictly adhering to deadlines. Features valued in the American market.

The commercial activity also incorporated elements of the B2B sales cycle, with attention to... special attention is given to active prospecting, the preparation of clear technical proposals, and post-service follow-up. These practices are aligned with the vision of Kotler and Keller (2012), who emphasize the importance of A consultative approach in the sales process in technical sectors, such as the construction industry.

#### 4.3 Brand Positioning and Digital Marketing

The consolidation of the company brand was built on marketing strategies of Content, digital presence, and niche positioning. The company began to publicize projects. carried out through social media, institutional websites, and platforms such as Google Business, reinforcing the visibility and social proof of the service provided.

Thiago understood that, in addition to technical execution, it was necessary to generate perceived value for the customer. Customer-centricity is a fundamental principle of strategic marketing (Kotler; Armstrong, 2018). This translated into investments in visual identity, team uniforms, and quality of communication. Visual appeal and generating testimonials from satisfied customers.

This marketing strategy allowed the company to compete with larger players, standing out whether through personalization, agility, and perceived quality, characteristics especially valued by local consumers in suburban and upper-middle-class areas.

#### 5. Final Considerations

The present study aimed to analyze the importance of administrative management, of sales strategies and marketing practices for the consolidation of new ventures in The construction sector, based on a real case study. The trajectory of the entrepreneur Thiago. Santiago allowed me to understand, in practice, how the fundamentals of administration can be... applied effectively to overcome the challenges of starting a business and achieving stability and growth in a highly competitive sector.



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Based on the qualitative analysis, it was possible to identify that the internal structure of the business, Strategic planning, customer relationship management, and brand presence in the digital environment.

These are key elements for the sustainability and expansion of emerging ventures in civil construction. The case analyzed reinforces the relevance of management training — even if informal.

or self-taught — and the ability to adapt to foreign markets, contributing to reflection

Regarding the professionalization of small businesses in the sector.

From a theoretical standpoint, the article integrates classic and contemporary contributions from the areas from administration, sales and marketing to the practical context of civil construction, demonstrating the

The applicability of academic models in real-world business scenarios. The intersection between theory and

This practice proves fundamental for the development of more organized and competitive companies.

Prepared to work in a dynamic and demanding environment.

As a suggestion for future studies, it is recommended to expand the analysis to multiples.

case studies of ventures in the sector, as well as in-depth exploration of topics such as the digitalization of

Civil construction, sustainability, and technological innovation in small businesses. Such approaches

They can further enrich the discussion on good management practices applied to one of the sectors.

most relevant aspects of the contemporary economy.

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