

Construction Industry Products Diversification by Implementation of BIM

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Abstract

One way to increase the effectiveness and economic stability of a construction company is product diversification. Intention to diversify construction products can be initiated for such reasons as necessity of capital injection, reducing of risks and costs of production, desire for optimization of delivery system, increasing economic competitiveness, etc. BIM can help to solve assigned tasks by diversification and optimize system operation as a whole. It becomes an actuality especially under conditions of severe competition when the possibility of attaining a work contract is reduced by increased focus.

Keywords: construction industry, diversification, building information modeling, implementation, strategy

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