

Colliers Project Leaders

Executive Summary

**“APS 1013 – Applying Innovation in
Engineering and Business Operations”**

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Colliers Project Leaders (CPL) is seeking to expand its services within the growing climate resilience market sector as this sector is expected to experience significant capital investment from all levels of the government within the next decade. The aim of this report is to help Colliers analyze the current state of the market, while providing a strategic plan to expand in this market within the next five years.

A series of external analysis of the government policies, future project plans and investments was made along with an analysis of the competitors in the market and their service offerings was conducted. In parallel, an internal analysis was conducted on Colliers' current service offerings, abilities of the staff, structure and resources needed to gain market share.

Through this research, the team identified that there are a series of policies and projects proposed by the government. Three categories of service offerings were identified in this market which include reporting, advisory and infrastructure change services. Some of Colliers leverage points were identified, such as having various offices across Canada. Lastly, by looking at previous projects done by Colliers, the team discovered that some services related to climate resilience have already been offered by Colliers, but not listed as climate resilience services.

In conclusion, the climate resilience market is expanding quickly with an increasing sum of funding being invested in it. Colliers has great potential for entering this market by having access to great resources and already established partnerships. However, Colliers needs to form a team that specializes in offering climate resilience services in order to compete with other companies in this market. The team has developed a roadmap for Colliers so it can position itself to gain market share in this climate resilience market sector, along with a 5-year business plan and guidance on ways in which they can establish the team and build their service offerings. The team also suggests some possible future projects for Colliers and provides justifications on why they could be important to the company. Some of these projects include case studies of the NorthWest Territory, Prince Edward Island, Quebec and Brampton.