

# Feasibility of Collaborative Alliance Association for Non-Competitive Small Business Contractors



*“This group and the associated idea and information sharing is one of the best things that has ever happened to our company. It helps keep us from making as many mistakes as we try to grow our business.”*

– Current Member of Study Groups

*“Since joining the petroleum marketer financial study group, my business has more than doubled”*

– Current Member of Study Groups

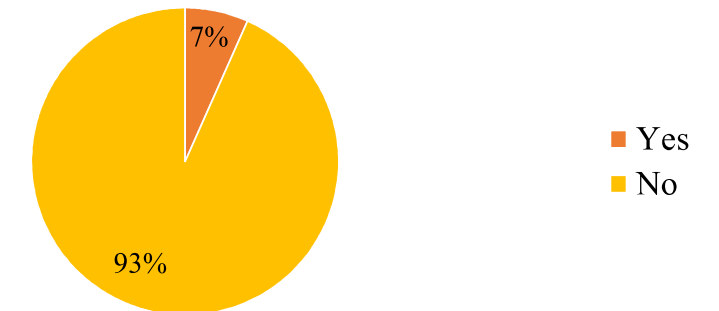
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Small business construction companies struggle with growing their business. In the petroleum industry, an alliance organization has helped small firms grow into sustainable companies with the use of collaborative benchmarking. The purpose of this research is to determine if such benchmarking organization could be implemented into the construction industry to help small construction firms grow. Benchmarking has helped lots of businesses grow but presents challenges when used in most small businesses. By using the template of the benchmarking organization in the petroleum industry, it was found that it would be effective and feasible to implement into the construction industry.

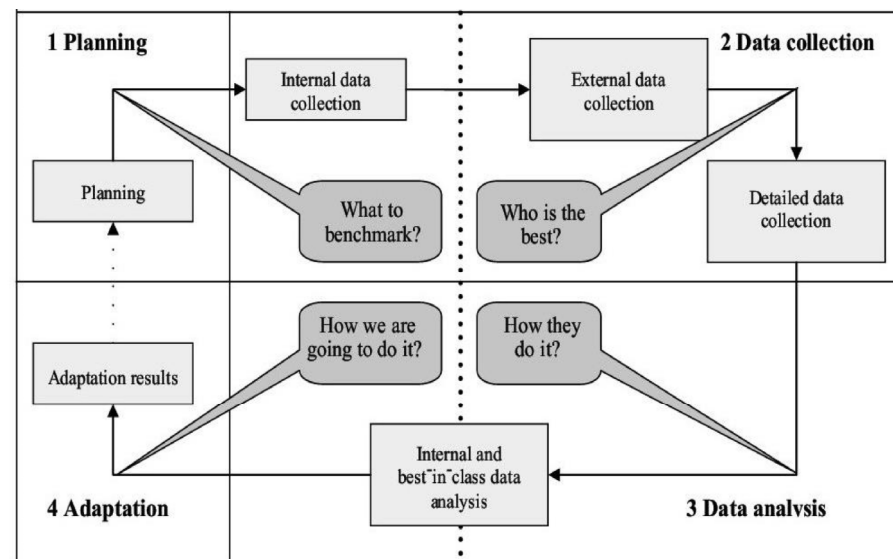
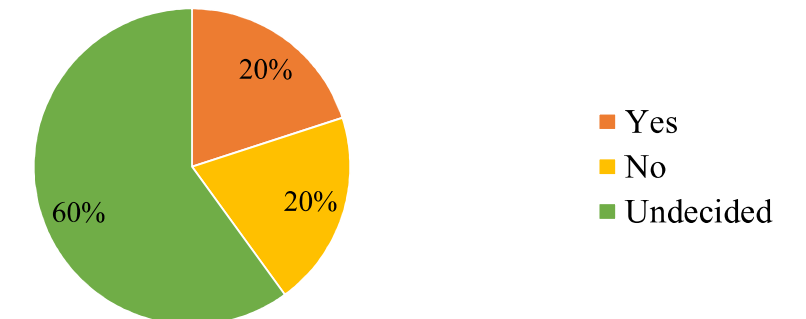
*“I think small businesses have been looking for something like this for a long time. I don’t see any limitations with it.”*

– Bob Nichol, President of Nichol Construction

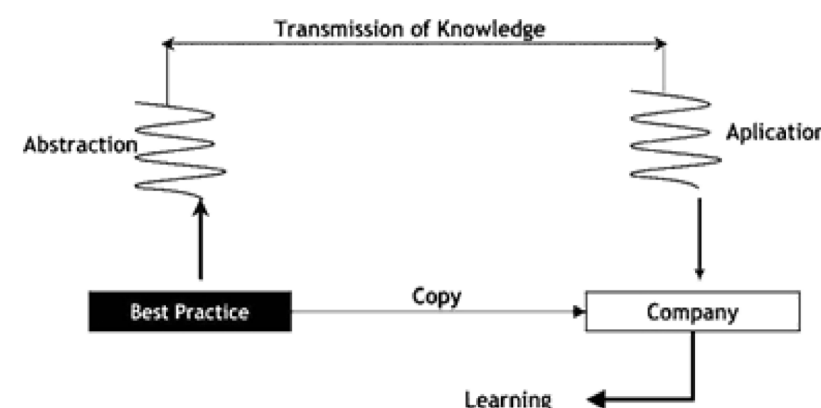
Do you have any previous knowledge of a benchmarking organization in construction industry?



Would you be willing to collaborate on this topic in further, more in-depth discussions?



Benchmarking Cycle



Benchmarking Knowledge Transfer



**Effective**



**Feasible**