ABSTRACT

The capacity of the construction sector in the Singapore economy is unable to sustain every firm in the industry in the long run. Thus, firms should start to look for alternative routes to ensure their survival, and one of the solutions would be to expand into foreign markets.

However, the path to enter the overseas markets is not easy due to the great competition from international firms. Hence, this study is designed to examine the conditions needed for a firm to succeed in construction export. At the same time, these conditions serve as a checklist to see if the firms in Singapore can become well known brand name in the global construction industry.

Quality, innovation and past experience appear to be the prerequisites for firms that are keen to export their services or products. By having these factors, brand equity is created in their clients and consumers, thus ensuring incoming revenue.

Local construction firms can actually take advantage of the reputation that Singapore has as a place producing quality services and products. Nevertheless, it is insufficient to concentrate on marketing and branding. Firms must possess the above essential qualities if they wish to expand their construction export.