

## MODELLING OF CONSTRUCTION PRODUCTS AND SERVICES FOR EFFECTIVE PRODUCTISATION

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### **Abstract:**

Modelling of construction products and services has major importance for effective productisation of construction companies' offering. Productisation refers to the process of analysing customer needs and defining the offering both commercially and technically so that the efficiency of the productisation can be repeated and the offering is possible to understand. Productised offering is possible to be sold, delivered and invoiced while the effectiveness of construction activities can be maximised. The purpose of this paper is to demonstrate the importance of modelling construction products and services to enable effective productisation of the offering. The study is realised as a combination of a literature review, analysing apartments and houses available by real estate search engines, and analysing constructors' descriptions on method of construction. The study applies the product structure concept. The results include presenting an example of modelling construction offering both as a product and as a service in a manner that enables effective productisation. The findings support productisation to have a role in systematising and tangibilising the construction offering and indicates commercial and technical modelling to support maximising the effectiveness of construction activities. The results support increasing the understanding over modelling construction offering and commercial productisation of the offering. The productisation differences of construction offering modelled as a product and as a service are on the side of technical implementation. Construction companies and managers can benefit of the results while considering modelling their offering and the related productisation logic.

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