The Analysis and Improvement of Business Processes of the Real Estate Sale System of a Construction Company

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Abstract: The features of the organization of sales system service in housing construction and the problems arising in this area are considered. The essence of the concept of “activities in the service sector of a construction company” focused on customer needs is revealed. The concepts of a business process are generalized and the main business processes of a construction company are studied. One of the descriptions of the business process of selling real estate by the sales department is given; options for improving the business processes of the real estate sales system of a construction company are proposed. The economic situation in the region's housing construction market is analyzed. To calculate economic feasibility, the discounting method was used.