



VATI PROJECTS

Project Management
& Construction



*Dedicated to completing your project with quality results,
on time and within budget”*

Vati Projects Quality Builders You Can Trust



AT A GLANCE

WHO: VATI Projects

WHAT: Residential and commercial builders.

WHERE: Located at 84 Richmond Ave, Coopers Plains, QLD

WEBSITE: www.vatiprojects.com.au

The company was started three years ago to provide construction services for residential and commercial developments and project management services in the Brisbane market. In a short span of time it has earned a reputation for impeccable work and is much sought after by clients who value build quality and integrity. Vati Projects portfolio of completed building assignments is a testament to its capability and management skills.

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The company takes up each job with equal dedication and ensures that the end-result matches the high standards it has set for itself.

Vati Projects main focus is on commercial construction and it specialises in offices, warehouses, sheds and showrooms. The company offers custom-built and specialised services which include specially engineered concrete slabs to support heavy machinery,

internal overhead cranes, water retentions and earthworks. Vati Projects has firmly established its position in the commercial construction sector and prides itself in completing every job within the stipulated time-frame and budget.

Inception of the company

Vasilis Hatzioannou, Director of Vati Projects recounts the early days of the company, “We started



three years ago and previous to this I have had twelve years experience in the commercial construction and project management area. I have run mostly commercial projects and unit complex builds with project

values touching \$16.5 million. As a new company we focussed on establishing brand recognition and did not concentrate on large projects. Instead we did small scale home innovations and commercial proj-



on. At the moment our real target audience is commercial construction although we still get a lot of enquiries on homes and home innovations which we are happy to do, but we are more selective.”

Current projects and marketing strategy

Vati Projects’ on-going construction jobs include a unit development, a child care centre and an industrial site. The company also has an on-going facility maintenance assignment. Its list of current and completed projects demonstrates the company’s versatility and is proof of its wide array of skills which enables it to take up projects of any kind.

Vati Projects has built up a pool of loyal clients and is able to garner new orders based on their recommendations. Vasilis Hatzioannou explains how the company goes about getting new business, “We have tried various different marketing approaches including Google Ad words, Yellow Pages, online web listings and becoming members of specific construction design forums and even letter box drops.

So we have tried online and also the old fashioned avenues for mar-

ects. But as our name started getting recognised in the market, our number of contracts was growing and I was trying to get into child care centres and some industrial sites that I had been working



keting. Our repeat business and word-of-mouth has given us the best results. Ninety percent of our clients are word-of-mouth referrals or just customers coming back to us. The way we see it is that a current client is paramount to the future of our business and its success and it is easier to retain a happy client than to find new clients.”

The company has a very strong marketing focus and while it does get most of its business from referrals and repeat customers it does not let up on its efforts to get new assignments even if it has a sufficient number of projects in hand.

“The work is quite consistent throughout the year. I think it is important to be in the marketplace constantly and not chase work only when you need it,” says Vasilis Hatzioannou, “In fact, you should be chasing work even when you are busy. So our philosophy is not to only look for work when we need it but to look for it constantly. At the moment we are quite busy throughout the year.”

Unit development in Bulimba

Vati Projects is approaching handover of an assignment which

consists of building six new units and the restoration of an old Queenslander-style house. This prestigious development in the Bulimba area is a fine demonstration of Vati Projects skills and ability to execute a high-profile and prominent construction job in the most competent manner. The project has caught the eye of Courier Mail real estate editors Michele Hele and Paula Shearer who wrote extensively about this high-profile project.

The project is building six new units each of which has two bedrooms, two bathrooms, a study and two private lock-up garage car-parks. The highlight of the project is the integration of the new development with the renovation and restoration of the 100+ year old house in one of Brisbane’s best suburbs.

Staffing and suppliers

The company has a lean staff and uses sub-contractors for a lot of its work. Vati Projects has an extremely progressive attitude towards its employees and sub-contractors and is adept at getting them to display exemplary performance while maintaining the highest standards of quality of timeliness.

“At the moment we have three



office staff including myself and we have got five carpenters on site which includes two apprentices,” discloses Vasilis Hatzioannou, “They do between 40 and 60 hours of work in a week depending on what’s required. We also have a list of 50 odd contractors. Whenever we have some work to be done we call bids from a large number of contractors and keep the process quite competitive. But the suppliers and contractors who work for us are treated as part of the family.”

Vati Projects uses the best qual-

ity materials at all its construction sites. It relies on suppliers who are well established and known for their high standards. Vasilis Hatzioannou explains the reasons why he favours certain suppliers, “A couple of suppliers who stand out and whom we have a great relationship with are Bunnings, because they are bringing different stuff to the market all the time and Finlayson’s Timber & Hardware.

We use both these suppliers extensively. OneSteel is also a regular supplier. We have long stand-

ing relations with all of them. As far as sub-contractors go we use Citi Plumbing and Alan's Electrical Contractors quite a bit. All these suppliers and sub-contractors are part of our business."

Managing productivity and staff relations

Vati Projects has an enlightened management style and treats all its stakeholders with respect and dignity. Based on these principles the company has grown from strength to strength and has the firm support of its employees, sub-contractors and suppliers. It values its relationship with all its business partners and has built up an enviable level of trust with them over the years.

"Our company's culture is to treat staff as if they are part of the business and not just an employee. They feel like they are doing something important and they are part of the business. I think that produces somebody that wants to work for you and work for the business," says Vasilis Hatzioannou, "I quite often say to people when they first come in that I'm going to give you a fair day's pay but I expect a fair day's work. That's one thing that I try and instil in the boys. So far it seems to

be working. The boys are on-board and keen to work for the business and they feel that they are a part of a family and not just employees.

One other thing that probably helps a little bit is that if at the end of the day the company makes a profit then the staff benefits from that. If the employee is saving money on waste then the company is going to make a profit. If we make a profit then the benefit from that in some form or other will go to the employees."

Expansion plans

Vati Projects has earned a stellar reputation for its construction work over the three years of its existence. In this time it has established sound working relationships with its employees, sub-contractors and suppliers. Above all, it has gained the trust of customers and this is borne out by the volume of repeat and referral business that it does.

Its current turnover of \$5 million may double if some projects that are in the pipeline come through. Based on all these factors Vati Projects is destined to build on its successes and attain even greater heights in the Brisbane construction industry.

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