

MARKETING APPROACH TO CONSTRUCTION AND ARCHITECTURE: PROBLEMS AND EXPERIENCE OF AFRICAN COUNTRIES

МАРКЕТИНГОВЫЙ ПОДХОД В СТРОИТЕЛЬСТВЕ И АРХИТЕКТУРЕ: ПРОБЛЕМЫ И ОПЫТ СТРАН АФРИКИ

¹Sychova Natallia

PhD in Economics, Associated Professor, e-mail: nata_tsvetkova@gstu.by

²Manassé Mena

Master in Economics, e-mail: manassemena96@gmail.com

^{1,2} *Sukhoi State Technical University of Gomel, Belarus, 246746, Kastyčnika Ave 48, rector@gstu.by*

Abstract. *Africa is now facing a major demographic challenge. According to recent United Nations projections, the continent is expected to double its population by 2050, from one billion people today to nearly 2.4 billion. Above all, half of its inhabitants will then be under 25, which raises the urgent question of the capacity of its economy to absorb the millions of new entrants who will inflate its job market but also all this population will need a roof over their heads, mobility infrastructures for their movement, hospitals for care, schools, universities to be supervised.*

World population growth has halved since the 1960s, according to one study. It now stands at 1% per year. The population of sub-Saharan Africa, for its part, continues to grow by 2.7% per year due to continued high fertility. Young people under 25 now make up 62% of its population, compared to 44% in all developing countries and 27% in developed countries.

Between 2000 and 2014, sub-Saharan Africa also returned to strong economic growth of 5.1% per year. Most African countries then showed their desire to become emerging countries in their development plans or medium-term visions. But this growth has slowed sharply since 2015.

The objective of this study is to propose a means by which an architect or a construction company comes to overcome the urban planning, housing and infrastructure problem that is looming on the horizon and at the same time will promote the marketing of the company since it will be directly in projects that directly and intimately affect society.

Key words: *architect, Demography, real estate developer, vernacular architecture, strategy marketing.*

JEL CLASSIFICATION: *J11, R3, L1.*

In fact, faced with this situation we see a need to build infrastructure for African cities, this involves hospitals, schools, housing...

We cannot talk about construction without architects or a construction company, but Africa is the continent that makes less use of building specialists for their construction in rural areas. Very often the consultation of an architect is reserved for a small category of men. Indeed, the number of architects being low on the extent of the continent, and the fact that this is presented as a prestige does not favor neither the architects, nor the clients and consequently Africa presents several anarchic constructions.

Architect

In his classic sense, the architect is first and foremost an artist and secondarily a technician specializing in the art of building design. Responding to the needs of his client, he translates into a plan a reflection on space, light, volumes and materials, then leads the site. But also a philosopher, engaging in the problems of his society, his environment. He is called upon to juggle and find a perfect balance between art and philosophy.

Why I am talking about philosophy, an Architect is a thinker who not only imagines or draws a building but ensures the integration of the building in any environment, the sustainability of the building, the well-being of the people who will use the building, c is a conductor who anticipates the long term and who dictates a little according to his knowledge the life of a family, the circulation in a hospital for the good follow-ups and the good recovery of the sick, the good disposition of a school so that the teacher is at ease in the transmission of his knowledge and that the student is in an atmosphere which allows him to assimilate and exploit to the maximum of his capacities.

But then we're talking about Africa, let's talk about African architects.

Namely, of the 54 African countries, only 9 countries have a school of architecture and town planning: Algeria, Ivory Coast, Morocco, Tunisia, Democratic Republic of Congo, Senegal, Mali, Togo, Cameroon.

A very low rate of return in terms of building professionals, this even implies the contribution of know-how in this field cannot meet the strong demand that a continent like Africa can ask for. The government also does not often use architects, African urban planners.

We also have some African architects trained abroad such as in France, England or the United States, Canada like a great architect like Diedebi Francis Kierer, David Adjaye, ...

Difficulties for architects.

In the world of construction, the big markets are won by means of a competition, it can be international or national. Launched by either the government or promoters, donor, we see that for large-scale projects, the market is often won by foreigners, without calling into question the knowledge of the reality on the ground simply shows that the architecture foreigners cost us dearly, and sometimes do not adapt to our climates. In the mind of an African everything that comes from the West is better than what is produced locally.

Second way to win a contract is a direct contract between architect and client. But how many are those who resort to architects, it is considered that the architect is reserved for a category of society, but also in the face of a poor population, without jobs how to contract an architect. Faced with such a reality, the artist-philosopher who also has a family to support quickly finds himself less engaged in society because he has to concentrate a lot on how to improve the quality of life of his home and his family.

Problems of African cities.

African cities like Lagos, Kinshasa and so many others were designed for a determinate number of people, with basic infrastructure and housing. Then came the rural exodus, the war, the crisis, so many reasons besides the growth of the population and the cities were full and no longer met the needs of the population. This gives rise to the outskirts of the city, which is created without urbanization, basic infrastructure, and the more the years go by the bigger, vast and out of control the city becomes. African cities have a flaw in being horizontal cities since verticality is not exploited.

The contribution of an architect under the guise of a promising real estate is to propose a restructuring starting from the avenues of a district until touching the whole city.

If the population does not know how to reach an architect, the architect will come to them.

If the government doesn't know how to deal with housing demographics, the architect has a solution.

The restructuring takes place with the participation and collaboration of the inhabitants in 3 stages.

The first is to choose the medium on which we want to build.

Generally, a plot in this kind of city is 400m and if we have to multiply it by 10 or 20, i.e. the number of plots on an avenue, we reach an area of around 4000 to 8000m on which 20 to 30 housing units are anarchically built.

Second steps would be to present a plan of 150 to 200 housing units with common courtyards, according to standards, to choose a vertical, minimal and vernacular architecture that is to say uses only the materials present in the city and avoid any export. Thanks to that we save on expenses. Housing that will be accessible and will respond through the inhabitants of the chosen area.

The last step is that the construction company or the Architect in charge of this plan will be able to sell the apartments thus built or to collect rent at the end of the month for a specified time and at the end of the contract return the land to the original owner. So we have 7 times more housing but this time according to urban planning standards and which meet the needs of society.

This has a leverage effect on the construction company and makes it famous.

Most banks in Africa do not offer home loans to individuals, but they can do so for a company presenting a real estate project. Thanks to this, the architect becomes a promising real estate agent who watches not only the well-being of the inhabitants but also the urbanization of the city, sanitation and mobility in the city.

Africa, cradle of humanity, presents many challenges to be taken up, challenges which require a little reflection, the participation of each inhabitant and a determination. In the face of the housing challenge, we propose the involvement of architects under the umbrella of real estate developers to ensure a roof over the heads of their brothers and sisters, at the same time to make a fame in the world of construction, this is also a marketing strategy adapted to the African reality.

Conclusion.

A good marketing strategy plays an important role in the success of a business. Every business chooses and spends a lot of money on a good marketing strategy in order to increase its income. This allows good visibility of the company.

Our marketing approach to the problems specific to Africa will be approached on two axes.

1. Proximity to the customer.

The architect must be very close to his clients, creating a feeling of trust with the clients or the population. To achieve this, we suggest that the architect or construction company presents itself as a real estate developer. Indeed, the technique of cause marketing, by practicing proximity to customers is one of the proposals of our work, the company will have to defend a cause and in our case it is that of providing cities with infrastructure.

The concept Real estate developer.

This concept allows the construction of housing, or other infrastructure such as schools, hospital, restaurant, hotel according to the needs of the population, which is also directly the customer long before the customer launches the offer. The architect after analysis proposes a solution to the company upstream, this allows proximity with customers, popularization, awareness.

This approach is accompanied by a second concept to easily meet the expectations of customers according to their means.

2. Vernacular architecture.

The vernacular architecture will allow us to build with the materials found on the construction site without importing from Western countries, thus the cost of carrying out construction projects is reduced and saves money. Vernacular architecture has many advantages not only for its reduced cost but also for its local workforce, the company finds itself with local partners. In fact, the vernacular architecture allows us to develop a business-to-business marketing strategy. That is to say an exchange of services or products between companies. In the field of construction, a relationship between companies producing building materials such as timber companies, clay bricks, materials made from recycled products, local steel and many others. The advantage in inter-company collaboration reduces expenses on the customer's note instead of import.



In 2001, Kéré erected the first school in his native village of Gando, Burkina Faso (West Africa). © Eric-Jan Ouwerkerk

This is a school made in Burkina Faso by the architect Kere, built by the inhabitants, this work done in earth made him even more famous in the world of architects contained, materials used, find on the construction site.

Bibliography

1. Department of Economic and Social Affairs <https://www.un.org/development/desa/en/news/population/world-population-prospects-2019.html>
2. 15 Types of Marketing Strategies [Types of Marketing Strategies - Marketing Strategies With Examples \(marketing91.com\)](https://marketing91.com)
3. 52 types of marketing strategies [https://cultbranding.com/ceo/ 52- Types -of- Marketing -Strategies /\(cultbranding.com\)](https://cultbranding.com/ceo/52-Types-of-Marketing-Strategies/(cultbranding.com))