

Marketshare

Marketshare can only increase if the contractor is profitable.



The contractor is only profitable by being <u>competitive</u> in part by higher <u>productivity</u> and improved <u>management practices</u>.

Superior management practices can only be achieved by a <u>collaborative</u> approach between union contractors and the union to increase <u>profitability</u> and <u>productivity</u> increasing overall <u>competitiveness</u> and ultimately marketshare.