Analysis on Creating a High-quality Brand Project

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ABSTRACT
With the continuous reform of economic system, the trend of construction market has changed a lot. To survive in the new market, an enterprise must establish good brand awareness and consciousness for the best, strengthen quality supervision and management and create an excellent brand project to improve its outer cohesion. The question of how to create an excellent project needs to be considered cautiously by each enterprise. The paper mainly talks about the establishment of the high-quality brand project and aims at providing reference for relevant ones.

KEY WORDS: high-quality brand project; project establishment; brand awareness

INTRODUCTION
In recent years, the competition of market in China is increasingly fierce. To have better progress in the fierce market, an enterprise has to improve quality, strengthen brand awareness, implement brand strategies and establish a high-quality brand project the project is an important to improve the image and promote its healthy and continuous development --- the way for an enterprise to increase market share. Therefore, an enterprise must strengthen the building of a high-quality brand project.

1.1 Establishing dynamic mechanism of a high-quality brand project
The first step is about the system, establishing dynamic mechanism of the high-quality brand project, quality education system and quality award system. Within the enterprise, quality education should be publicized to make every employee realize the importance of quality for brand project. Many ways can be used to strengthen education and publicity and to make all staff do their job with quality as the goal.

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Besides, the enterprise can regularly or irregularly encourage the thought of quality controlling and increase the awareness for the best of employee. Each staff should recognize that the project is the responsibility of all them. It is closely related with them and they have to strengthen responsibility, awareness. Everyone should regard the establishment of a high-quality brand project as a belief that must be followed[1]. At the same time, various activities of quality training education should be launched. For example, the enterprise can organize staff to learn such relevant regulations documents and law knowledge as Quality Law and Building Law, making staff know the latest compulsory standard of construction. For new staff, pre-job training must be strengthened, especially professional skill training. Besides, quality award system can be established. System of quality pooling funds should be implemented. Pooling funds are collected according to concrete cost of projects and a certain proportion. For fine projects, quality pooling funds should be returned in full, and some bonus should be given as the motivation for staff for creating a high-quality brand project. For those that do not achieve goals, pooling funds won’t be returned. For those with poor quality, punishment will be implemented. Award system aims at restraining behavior of staff and motivating them. The award and punishment system must be implemented strictly. The salary of managers and workers relate to the project, then their positivity will be motivated.

1.2 Establishing security system of a high-quality brand project
To create a high-quality brand project, a security system is also should be established. The project is very complex and its each link is related to all the management levels. All the workers and cohesion of procedures relate to the establishment. Therefore, to ensure the establishment, a quality security system should be built. Leaders group of the project can be organized and the group must define duty of each position and formulate a big goal and decompose it. The goal should involve each staff. Work standard and job division are defined. Managers have to supervise and control quality. The establishment of the system should ensure well-organized construction, reasonable and scientific management system and construction scheme that is formulated according to the goal of creating a high-quality brand project. Its quality has to be submitted to be examined and after getting approved, it can be implemented. The system of technical disclosure and system of project acceptance can be built. And prevention, supervision and examination should be strengthened[2]. Besides, in the construction process, quality supervision and quality track should be intensified. Create improved and high-quality system and build three-level managing institution of controlling quality. Thorough quality examination is implemented regularly and scattered examination is done irregularly. For those with poor quality or those that don’t implement according to regulations should be rectified and reformed within due time. And economic punishment should be carried out strictly.

1.3 Building innovation system of a high-quality brand project
Innovation is an important link in the creation of the project, which requires an enterprise to achieve innovation in quality management system. According to the new trend of the enterprise, quality management standard and system should be formulated to strengthen quality examination for weak link and key points and ensure effective operation of
quality system. In terms of quality management system, it can be dissolved into all-level economic liability statement. Implement responsibility system – the general manager is the first person responsible and project managers are carte blanche agents who are responsible for quality of the whole project. The responsibility of all links and levels of the project goal and quality should be ensured, implementing regular check and connecting excellent project goal and quality management with economic undertaking of project department so as to motivate the positivity of staff. For high-quality project management, competitive employment can be organized and previous performance is checked and evaluated. Finally, construction team with excellent skills can be chosen. Quality team should be built to intensify quality supervision and improve project quality. Technical innovation also should be carried out actively, relying on advanced science and technology to create the project.

2. Methods of creating a high-quality brand project
2.1 Formulating scientific and reasonable quality goal and strengthening brand awareness

Formulate scientific and reasonable quality goal to create a high-quality brand project with the goal as a basis. The goal should be long-term and continuous. The setting of the goal should consider the function, nature and scale of new projects and range of projects undertaken. The goal should also be periodical, combining concrete construction stages to establish goals. For example, such goals as “civilized construction” and “structural demonstration project” can be regarded as periodical goals, laying foundation for the final goal. The quality goal should ensure completeness, including complete cost operation goal, safety controlling goal, process goal, etc. besides, the goal should be detailed and the big goal can be decomposed into several levels to facilitate operation and improve operability. Before starting work, the enterprise should define a project goal according to commitment to clients when bidding, requirements of contract and economic indicator. And levels of different project goals should be built. The goals and indicators are complementary and mutually restricted. If one of the indicator is not controlled, the whole project goal will be influenced. So in order to finish all the goals, these goals must be detailed. According to concrete resources, the goal controlling points should be defined. Awareness decides action. A construction enterprise should increase the awareness of leaders to create a high-quality brand project. And the enterprise should define the importance of brand image, which is helpful for it to stand firm in the background with changing economic system. The enterprise must improve brand awareness and take clients into consideration, strengthening quality management to make clients satisfied.

2.2 Organizing an excellent project management institution and making a fine plan of the project

To create a high-quality brand project, an excellent project management institution can be organized to give play to the initiative of all functional departments. The institution is a power system which commands the project uniformly. So responsibility system has to be established to finish task of project management. The project management institution should choose excellent project managers with high political quality. They also should have the ability to correctly deal with the interests of individual, enterprise and nation and they should
insist principles in work. In addition, they had better have strong leading ability, make an example, be knowledgeable, be familiar with legal knowledge and have quality brand consciousness, thus leading the institution to play an important role and create a high-quality brand project\textsuperscript{[5]}. Plan and implementation of the project should be done well because the complement of every project is influenced by many factors. The project department can set up a team of a high-quality brand project and put the project into practice. According to requirements of contract, construction drawing and procedure documents of quality system, the department can strengthen quality controlling and find quality controlling points of projects. Before starting, the enterprise must have a detailed design and concrete quality plan. The quality goal should be dissolved and there has to be person in charge in each link, making project management orderly.

2.3 Strengthening quality supervision and improvement

Strengthening quality controlling is the most important link of the whole process of creating the project. Functional departments of an enterprise should fully play their role and pay attention to the whole process from a global perspective. The project scheme should be examined and controlled strictly. Regular examination is necessary to avoid formalization in the process. The project department should control quality strictly and establish improved acceptance procedure and system. Raw material and construction team should be controlled to create excellent project\textsuperscript{[6]}. Some key links and special points in the construction process should be controlled, especially newly-adopted techniques, material and technology. Special technical measures should be formulated and examination should be done. To ensure quality, group activities of quality management should be carried out to control quality. Analysis and summary can be done in time. Shortcomings can be improved after analysis. To achieve a general goal, overall site operation and quality management can be done with technology as the beginning. Supervision and management are important links in the process. All materials have to be checked strictly before entering construction site. As to field operation, the pattern of layer management can be adopted to improve quality. Information of excellent brand project can be collected. Periodical check (monthly and seasonal) has to be done. Ranking method can be used to create an excellent brand project. After finishing a project, relevant personnel should make a summary in terms of technical accumulation, management level and quality security. Then there will be continuous progress and excellent brand projects.

3. Conclusion

To create an excellent brand, mechanism, dynamic mechanism, security system and innovation mechanism of a high-quality brand project should be built. Besides, scientific and reasonable quality goal should be formulated, brand awareness should be strengthened and good managing institution of the project should be organized. The plan, supervision and summary should be done to create a good brand project, thus promoting the development of an enterprise.
References: