

CASE STUDY

Industra Construction Builds Private-Sector Pipeline Through Outsourced Business Development

FACTUR

INDUSTRA

Discover how Industra Construction pushed beyond public tender work into the private sector, and turned focused outreach into nearly \$9MM in quotable opportunities, with business development support from Factor.



Service Offering

Self-Perform General Contracting



Industries Served

Heavy Industrial Construction



Solution Provided

Business Development

Company Overview

Industra Construction is a self-perform general contractor based in Surrey, British Columbia. Rather than subcontracting the work out, Industra builds its industrial projects in-house and manages them end-to-end, from engineering and design through construction, often in remote, hard-to-reach parts of Western and Northern Canada.

Its work spans heavy industrial, water and wastewater, environmental, and institutional projects, with clients across private industry, municipalities, and First Nations communities.

The Challenge

Industra had built strong momentum through public tender work, but wanted to create more opportunities in the private sector.

With a focus on logistically challenging heavy industrial work, Industra had a highly specific target market. The company needed a more focused way to identify the right private-sector prospects and build relationships with companies that matched its capabilities, which led them to Factor.

The Solution

To turn that goal into pipeline, Industra partnered with Factor on targeted business development outreach.

Factor's data team employed a sophisticated targeting process to identify tens of thousands of high-quality contacts within Industra's target market. The outreach was focused on engineering companies, industrial facilities, mining operations, construction management firms, and developers. Because Industra's sales cycle was longer, Factor also supported the effort through long-term follow-up to keep the right prospects engaged over time.

Results

Within the first six months of the partnership, Industria was able to generate measurable pipeline activity in its target market.

\$9MM

In Quotable Opportunities

5

LARGE COMPANIES
QUOTED

80+

Prospect Calls Completed

\$3MM

In Work Awarded

Several additional large projects were also in the estimating phase, with long-term follow-up continuing to support future opportunities.

Ready to Build Your Lead Engine?

Factor is a growth agency built specifically for manufacturers. We help industrial suppliers and service providers build stronger pipelines through business development, lead generation, and marketing strategies tailored to the manufacturing industry.

From outsourced prospecting to long-term pipeline development, Factor helps manufacturers connect with the right buyers while their teams stay focused on operations, engineering, and closing opportunities.

Ready to get started? Reach out to us at facturmfg.com or give us a call at **317-622-8970**

