

Providing a Conceptual Framework for Launching Start-up Companies in the Facilities Management Industry

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Abstract

Considering the emerging concept and function of facilities management, the current research was based on the purpose of providing a conceptual framework to facilitate the launch processes of start-up companies in the facilities management industry with an emphasis on soft modern services during the operation period. In the current research, the process of formation of start-ups (from the stage of identifying the market needs in the country's construction industry, especially in the field of facilities management; the initial idea to the market launch) as well as the capacities and platforms required for the way of their setup has been studied. Therefore, the approach of this research is practical and pragmatic and qualitative in nature, inductive-inferential. In this research, the data collected in library and field were analyzed through the thematic method and also using the methodological features of grounded theory strategy. In this regard, after examining the theoretical foundations and conducting semi-structured and targeted interviews with fifteen relevant experts, the data were analyzed in three stages of open, central and selective coding. After evaluating the validity of the outputs, the final conceptual framework was drawn and explained; And finally it was approved by ten experts in this field. The findings of the research show that the start-ups of the facilities management industry need to move towards reproduction and create a systematic structure, which can be achieved by using the presented conceptual framework. The main categories of this framework in the context of startups are: marketing, development factors, organizational factors, related macro factors, limitations, characteristics of products and services, customer orientation, related human resources, characteristics of founders and entrepreneurs, and facilities management.

Keywords: Start-up Companies, Facilities Management, Soft Services, Hard Services, Building Projects

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