

List of References:

- Brodrechtova, Y. (2008). Determinants of export marketing strategies of forest product companies in the context of transition: The case of Slovakia. *Journal of forest and Economies*, 450-459. Retrieved October 28, 2016, from http://www.unece.lsu.edu/ebusiness/documents/2008Oct/sc08_25.pdf
- Drake, P. P. (2010, May 28). *Capital Budgeting Techniques*. Retrieved December 20, 2016, from James Madison University: <http://educ.jmu.edu/~drakepp/principles/module6/capbudtech.pdf>
- Gallo, A. (2014, July 2). *A Quick Guide to Breakeven Analysis*. Retrieved December 21, 2014, from Harvard Business Review: <https://hbr.org/2014/07/a-quick-guide-to-breakeven-analysis>
- Hassan, A. (2012). The Value Proposition Concept in Marketing: How Customers Perceive the Value Delivered by Firms – A Study of Customer Perspectives on Supermarkets in Southampton in the United Kingdom. *International Journal of Marketing Studies*, 4(3), 68-87. Retrieved December 1, 2016, from URL: <http://dx.doi.org/10.5539/ijms.v4n3p68>
- Investopedia. (2016). *Net Present Value - NPV*. Retrieved November 5, 2016, from Investopedia: <http://www.investopedia.com/terms/n/npv.asp>
- McKenna, R. (1991, January). Marketing Is Everything. *Harvard Business Review*, 69, 65-79. Retrieved October 28, 2016, from <https://hbr.org/1991/01/marketing-is-everything>
- Paquette, H. (2013). Social Media as a Marketing Tool: A Literature Review. *Major Papers by Master of Science Students, Paper 2*. University of Rhode Island. Retrieved October 28, 2016, from http://digitalcommons.uri.edu/tmd_major_papers/2
- Plowman, N. (2014, 10 24). *Writing a Cost Benefit Analysis*. (M. McDonough, Editor) Retrieved December 22, 2016, from Bright Hub Project Management: <http://www.brighthubpm.com/project-planning/58181-writing-a-cost-benefit-analysis/>

- Porter, M. (1996, December). What is Strategy? *Harvard Business Review*, 61-78. Retrieved October 28, 2016, from <https://hbr.org/1996/11/what-is-strategy>
- Porter, M. (2001, March). *Strategy and the Internet*. New York: Harvard Business School Publishing Corporation.
- Project Management Institute. (2004). *A Guide to the Project Management Body of Knowledge (PMBOK)* (4 ed.). Newtown Square, PA: Project Management Inst.
- Samid, G. (1995). Too much project management: A vice in disguise (and how to minimize it). *Cost Engineering*, 37(10), 18-18.
- Spence, R., & Mulligan, H. (1995). Sustainable development and the construction industry. *Habitat International*, 19, 279-292.
- Strait, C. L. (2006, April). It's all in the technique! *The Information Management Journal*, 40(2), 41-46.
- Thompson, A., Strickland, A. J., Peteraf, M., & Gamble, J. (2013). *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*. (19, Ed.) McGraw-Hill Education.
- Trading Economics. (2016, December 23). *Sri Lanka GDP From Construction*. Retrieved December 28, 2016, from Trading Economics: <http://www.tradingeconomics.com/sri-lanka/gdp-from-construction>
- Uher, T. (1999). Absolute indicator of sustainable construction. *COBRA*. London: RICS Research Foundation.