

## **TITLE OF MASTER THESIS**

Market analysis in Greece of the heavy construction equipment of the last fifteen years using market sales data

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## **ACADEMIC YEAR**

2017 - 2018

## **ABSTRACT**

This thesis analyzes the Greek infrastructure machinery market over the last fifteen years by: a) collecting data from Public and Private Institutions and b) sending an electronic questionnaire to companies and individuals who are directly or indirectly involved in the sale and purchase of construction equipment. The field of Construction machines have been researched several times in the past, but the Greek construction equipment market is a research gap. The aim of this work is through graphical representations, descriptive statistics, correlation coefficients, diagrams etc. to present, what types of machines in Greece are employed, how the demand for construction equipment is affected by the evolution and volume of construction, which is the relationship of the value of the construction to each type of machine, what machine characteristics users prioritize, which countries are the most import-export countries and what are the factors that have the greatest impact on trade in equipment machinery. It also presents the examined type of construction machines and the international construction equipment market. This research depicts the Greek market for infrastructure machinery using quantitative and qualitative data mainly for the period from 2000 to 2015 and contributes to the understanding of its evolution over time and reflects consumer preferences in recent years.

## **KEYWORDS**

Management of construction equipment, analysis of construction equipment market, investment in mechanical equipment, construction value.