

1. The Architects market of the 2015 to 2025s

What does the future hold for architects? Will there be more or less?

Is the type of work about to change and if so, will the change be radical or slight? Will most architects still be working in private practice or will they have been taken over by leading design companies and design and build contractors? Perhaps the most important question is what will happen to the professions competitors – will they continue to encroach on architects traditional work areas and will architects into theirs?

These are some of the questions architects need to be asking themselves. The Market Research Unit for the AAT to be established for 'Market opportunities for architects' which will address architects questions. It will be based on the findings for architects discussion groups with other professionals, as well as questionnaires will be sent and returned to AAT, together to important clients both Government Private The finding will highlight some marketing and business opportunities for all architects

2. The Tanzanian architects' view

The TZ's..... Practicing architects generated an estimated income of Tsh2015.

They currently offer a wide variety of services, without recorded analysis of information from which should have been on the AAT'S Client Advisory Committee. These services range from urban planning through corporate image design to property management.

It seems that the boundaries between architectural practice, interior design and surveying are becoming increasingly blurred.

The Tanzanian Architects themselves see design creativity as their greatest strength and their unique selling point. At the discussion groups at the design that me or often exceeded –the brief within cost, materials and environmental limitations was readily apparent to this end, good communication and rapport with the client is found to be of paramount importance.

3. The clients view

The small report from the client survey revealed a close match of services that clients seek and those that architects offer –a well-designed building which meets their needs in terms of cost, use and originality (in order of importance). There were many compliments; 'Marvelous service for the fee' our architects does well to restrain some of my wilder ideas. But some client are critical; 'Architects in general have forgotten.... How to create an environment in which people can live, work and relax; Get off the pedestal and be commercial –some still live in the dark ages'.

When asked about the future, client indicated that they would continue to use architects for designing buildings and frequently said that they would commission the same architects as before. A high level of repeat business suggests satisfaction with the service – but does not in itself imply growth.

The client Survey also revealed that architects are rarely used outside their traditional role. Preparing the brief, finding the site and/ or finance, providing cost advice and reviewing the performance and use of a building, were all tasks generally assigned to professionals other than architects surveyors and tend to be employed most for these sorts of services although architects are able to perform any of these functions. The current trend shows the proportion of clients who used each service during the last four years and of those, the proportion that used an architect to provide that service. It is clear that Tanzanian architects and clients agree on the main strengths of architects, and that the profession has the largest share of building design market.

4. Advertising and the code of professional conduct

The AQRB practice note have note issued an revision in accord with the by law 2015 Amendment on code for professional conduct, as by the Cap 269 (Act 2010)

The code should allow architects much more scope in publicizing their work it will be than helpful for the members to spells out what we can do, and what is specifically prohibited. Lay or technical press and to the media, provided the information is of an architectural or environmental nature. For instance,

You can contact the press when you are working on a project which will make an impact on the existing environment, improve a derelict site, provide welcome amenities for the area, etc.

- Release drawings while the building work is still in progress, of how the completed building will look
- Issue a press release once the building is completed, describing factors which influenced the design, the aims of the architect and what has been achieved.

Architects may also do the following which may help to publicize their work;

- Keep a good photographic record of work (including 'before' shots for renovation, rehabilitation or infill jobs) so that you are in position to respond quickly to request for information, exhibition opportunities, award submissions, etc.
- Play an active role in the community as a member of a local civic or amenity society, and be prepared to talk to schools about architectural and environmental topics, either individually or through your AAT or zone office
- Make one of your staff responsible for public relations within the practice, or employ an outside public relations consultant. (These consultant must be s conversant with the AQRB code and agree to abide by it)
- Collaborate with the client and the contractor in their publicity campaigns by having information and illustrations available.

What is prohibited is to recommend in advertisements the work and product of advertiser, unfair competition, supplanting, or in document

5. The AAT's Advisor Services

The AAT Advisor Service (AAS) will have to not merely as the service to architects/clients which its name suggested, but as to be a marketing resource for architects. It should be funded by private practice through expanded entries in the practice directory (a standard entry is free), and uses this funds to promote architects the range of work available to them. The AAS also should also provide and advisory services to individual client on how to work with architects and gives them a short-list of recommended architects to choose from

The AAS Should deals with all the inquiries every month from clients all over country, about everything from house extensions to multi-million-pound projects. The AAS operates regionally, and contact should be made through zone offices it is therefore worthwhile for a practice to;

- Register with the AAS
- Make sure the list of work is up to date (project are also acceptable)
- Note special skills and interest of partners
- Send the AAS a copy of any practice brochures which might have been produced
- Talk to the AAS staff and make sure they know about you.

The AAS also should promote the practice profile system which makes immediately available to client basic information on specific practice. This system provides a cost-effective answer for smaller practices that may need advice on how best to project their message.

6. AAT Practice information forms

Although the code should allow members to solicit for work you're allowed to send information about your practice and work to a wide range of public bodies provide you do so on the standard practice information form (copies will be available from the AAT office). These forms may be sent to governments department, city, municipal, district councils, architects and planning officers to statutory undertakings, development corporations, regional health authorities and some universities. A complete list of possible recipients will be available from the AAT.

Another way of letting the public know that your practice exists is to put an entry into a classified directory. Members may pay for a standard entry in a directory, and for expanded entries in directories specifically approved by the AAT Council.

7. Use the AAT zones offices

The AAT zones officers to undertake a number of activities which can some under the heading of marketing local architects and their work. Many zones will produce lists of members willing to undertake small works and these are given a wide local

distribution. Others mount regular exhibitions about new building in the area for display in public libraries, shop windows, council offices, etc. regional information officers are in touch with the media and can offer advice and will.

8. Introduction

No architect, whether in public or private sector, can afford to ignore the profession and its works held by society at large. The AAT, through its public relations committee and through its zones and office, will responsible for putting across favorable public image for its members, and for increasing public and client awareness of the range of services that architects can provide. However, if architects and their work are to enjoy increased status, then it will be up to every architect to reflect a greater pride in his work and the services he/she offers, by making a conscious and effective effort to marketing both.

The most dangerous time for the profession is now (since 2015 to date), when there is shortage of the work for architects do the best, namely building design. In these conditions we all feel there is none incentive or investment in building, to seek new client, or to expand the range of services offered. As a consequence of force account, Govt/ parasite, competing professions can expand into areas of service previously provided by architects and, when the boom dies down, a slice of market will have been lost. But if the profession can shake off its historic inhibition regarding marketing and promotion, it can create a market which is more receptive to a better service from architects and a better architecture.

The AAT does not have a market opportunities for architects, report which could be published by AAT that could reveal hoe the projects can secured by having a marketing strategies that: Many architects felt that is a need to improve their marketing skills . Architects so far do admit the need to develop a market strategy on which they can focus their energies. 'The public relation of the AAT and the journal must have therefore prepared the following notes to advice architects what publicity they are allowed to generate, and to encourage them to do more effectively

The report has been drafted with the smaller practice in mind, since the resources are not available run to professional advice on public relations for the time being.

The first committee will gave guidance on presentation what we should do to develop a marketing strategy. The second committee will guidance on presentation, both written and drawn, and the third will deal with architectural photography.

9. What you do

Many architects in Tanzania hesitate to market their services. Do they hesitate because they believe they're too busy to pursue the matter of any vigor? Or do they, in ignorance, rely on their tutored belief that even thinking about the subject is taboo?

Marketing means different things to different practices. Nevertheless, however unconsciously, marketing is carried out by all of them. It ranges from the design of a firms letterhead to its report and brochures; from the way in which an architect impress a client or committee when discuss his work to the building which is a product of that work. Advertising as such, is likely to remain a very small part of

practice' marketing strategy. In its broadest sense, is the practice markets itself in every manifestation outside its office, be it with consultants, clients or in public relations. It essential to be aware of this, and to market the practices services and output in a planned and deliberate way is merely to exhibit the competence which is essential to survival in a competitive industry. This rule applies as much to the architects department in a local authority as to a private practice. The council as to appreciate the work of its department if it is to be satisfied client, and it is strongly influence by public opinion and its expression in local newspapers, on radio and on television. Hence there is a need for architects to be effective in putting across what they can do, and are doing, to the lay media.

The profession is not well served by the antiquated sentiment that suggest that excellence will always shine through incoherence and in an age of predominantly bad press, that architectures subtle truths will be self-evident . a better press cannot be merely hoped for and expected; architects, and the institute, must work for it.

10. The treats to Tanzanian

Although the outlook so far has been one of optimism and opportunity, since 2015 biggest threat has been looming on the horizon. The greatest danger, ironically, comes from there being too much work on TBA, NHC, SUMA JKT, JWTZ , MAGEREZA etc. from 2015 a larger or small project have been invites related professions to expand into a field and interior designers, building surveyors and architectural technicians have encroached on areas of work which architects have traditionally undertaken.

Their presence has pose a major problem as long as architects themselves remain committed to laws and they professions will establish a reputation and a client base. There is some evidence that graduate architects, interior designer's architectural technician and architectural draughtsman rather than architects are now being commissioned to design schools, housing complex, hospitals, district offices and refurbishments

Another source of competition will come from EAC's architects in search of work. The only Tanzania in the East African Community country where construction output is not growing faster than the rest of the region. In some countries such as Tanzania, it is failing. A final consequence of not having enough work at present is that there is less impetus for architect firms themselves to consider or initiate change. Opportunities to explore and penetrate new and potentially profitable markets may remain unexamined as a consequences of Govt. and corporation warding most projects to TBA, NHC, SUMA JKT, JWTZ, MAGEREZA etc.