

# Snažíme se rozjet nový a v Česku neobvyklý model

We are trying to launch a new and unusual model in the Czech Republic

**Netradiční přístup získává na oblibě u tuzemských i zahraničních investorů:  
úplná transparentnost cen a jednoduchost, odkryté karty a garance klientovi.**



JAKUB NOVÁK

Tento v České republice nezvyklý byznys model razí skupina Unitrex v čele Ing. Jakubem Novákem.

Jste na trhu od roku 2012, ale pouze tři roky jako Unitrex Group. Co založení skupiny předcházelo? Od roku 2012 se věnujeme zejména projektům logistického charakteru, průmyslovým stavbám a stavbám obchodních ploch. V letech 2012 a 2013 jsme založili dvě firmy, Unitrex Management a Unitrex Construction. Nejdříve jsme poskytovali výhradně technické a projektové řízení, technický dozor a cenová řízení. Postupně se ukázalo, že by byla výhoda k projektovému řízení doplnit ještě stavební divizi. Mnohé společnosti, jimž jsme poskytovali služby projektového řízení, měly zájem na tom, abychom pro ně realizovali stavby na klíč. V roce 2019 vznikla mateřská společnost Unitrex Group, s. r. o., s cílem zařídit obě tyto společnosti. Jsme na trhu více než 10 let a opíráme se o zkušenosti lidí, kteří ve stavebnictví působí celý život. Naši kolegové mají praxi mnohdy i delší než 30 let, patřičné vzdělání – a své zkušenosti rozvíjejí dále v souladu s požadavky trhu. Zaměstnáváme jen profesionály, hotové lidi, co stavařině rozumí.

**Rikáte, že tento model není v Česku běžný, kde jste se inspirovali?**  
Inspiroval jsem se svou dosavadní praxí a spoluprací se zahraničními klienty. Ve stavebnictví se pohybují celý život a znám stranu investora i generálního dodavatele. Vnímám požadavky obou stran a vím, jak obě strany přemýšlejí a čeho chtějí dosáhnout. V našem modelu jsme tyto dva pohledy zkombinovali. Naším cílem je transparentně ukázat investori skutečné náklady, tím mu poskytnout

služeb koordinoval a řídil. To je zcela běžný model, k němuž my navíc přidáváme i zajištění výstavby na klíč. Propojujeme projektové řízení i výstavbu v jednu službu. Mnoho klientů toto řešení preferuje. Často jsou našimi klienty mezinárodní společnosti, které nemají v Čechách příliš velký tým a není v jejich možnostech to zabezpečit bez velkého nárustu administrativy. Potřebují někoho, kdo jejich projekt odřídí a ideálně i postaví, aby s tím neměli vůbec žádnou starost. Je to v podstatě dodávka veškerých služeb a výstavby „na klíč“.

**V čem vidíte výhody tohoto modelu?**  
My jako firma víme, kolik musíme vydělat, abychom pokryli naše provozní náklady a přiměřený zisk. Domníváme se, že v této rozkolísané době by tento model mohl oslovit klienty, kteří potřebují stavět, ale zároveň nedůvěřují stavebnímu trhu. Razíme vizi vše ukazovat dostačně jasné, transparentně, jednoduše a nedělat věci zbytečně komplikovaně.

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**The non-traditional approach is gaining popularity among domestic and foreign investors: absolute price transparency and simplicity, exposed cards and client guarantees.**

**T**his business model, which is unusual in the Czech Republic, is being developed by the Unitrex group, led by Ing. Jakub Novák.

You have been in the market since 2012, but only three years as the Unitrex Group. What preceded the establishing of the group?

Since 2012, we have been focusing mainly on logistics projects, industrial buildings and retail buildings. In 2012 and 2013, we established two companies, Unitrex Management and Unitrex Construction. At first, we provided exclusively technical and project management, technical supervision and price management. Gradually, it turned out that it would be an advantage to add a building division to the project management. Many companies that we provided with project management services were interested in having turnkey constructions implemented for them. In 2019, the holding company Unitrex Group s.r.o. was established in order to cover both of these companies under one umbrella. We have been in the market for more than 10 years and rely on the experience of people who have been working in the building industry all their lives. Our colleagues often have more than 30 years of experience, appropriate education – and further develop their experience in accordance with market requirements. We only employ professionals, ready-made people who understand construction.

**In what form do you submit your offers to clients?**

If the project documentation is completed, the client receives one detailed offer with all the detailed data of the submitted offer visible. We are trying to develop an unusual model in the Czech Republic, where Unitrex guarantees the client turnkey construction as a general contractor, but at the same time we present the client with real costs increased by a pre-agreed price surcharge (so-called open book model). The client can influence the selection of individual construction subcontractors with whom we eventually cooperate on the project.

**How do you provide your services?**

We get, for instance, contacted by an investor who bought historic buildings and wants to convert them into a shopping centre. He has a vision, but he needs a technically skilled partner to help him convert the project. This applies to most of the projects we work on. Clients require a partner in order to coordinate and manage all individual parts of the project, including suppliers and service providers. This is a very common model, to which we also add turnkey construction. Our goal is to transparently show the investor the real costs and thus gain a much better overview of the project and the associated greater degree of control over the project.

**You say that this model is not common in the Czech Republic. Where were you inspired?**

I was inspired by my previous experience and cooperation with foreign clients. I have been working in building industry all my life and I know the side of the investor as well as the general contractor. I perceive the demands of both parties and I know how both parties think and what they want to achieve. As for our model, we have combined these two views. Our goal is to transparently show the investor the real costs and thus gain a much better overview of the project and the associated greater degree of control over the project.



**Do clients appreciate such an open approach?**  
Yes, we have recently completed a project based on this model with one foreign company that greatly appreciated our approach. They liked the transparency and the fact that we do not hide anything as well as the clearly set rules for cooperation. We encounter a situation that some investors, whose primary focus is outside the building industry, have respect for the functioning of the Czech building market. It is this type of investor that our model is beneficial for.

**But if you act as a general contractor, you should be interested in not revealing your cards, is that right?**

It may seem that this approach is not advantageous for the general contractor, but, on the other hand, since we also act as a project manager for many clients, we know that the clients welcome transparency. This also opens the door for clients who want to have full control over the projects they implement. The client will have a complete overview of the costs of individual subcontractors, but also the costs of our services – and that is where we differ. We do not want to hide anything and we are open, thus building relationships based on mutual trust.

**Where do you see the benefits of this model?**

As a company, we know how much we need to earn to cover our operating costs and a reasonable profit. We believe that, in these volatile times, this model could appeal to clients who need to build but do not trust the building market. We promote a vision of showing everything clearly enough, transparently, simply and not making things unnecessarily complicated.

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