

CLIENT CASE STUDY

JPD Constructions NQ X Tendor

From early procurement signals to stronger, faster civil tenders. JPD Constructions NQ uses Tendor to identify the right opportunities earlier, understand the market before tender release, and run a more disciplined path from first signal through to submission.

\$14.74m

Approved multi-year civil works pipeline

Earlier Visibility

Signals, funding context, and procurement activity before the field is crowded

More Selective Bidding

Focus team effort on opportunities with the strongest potential return



Growing fast, bidding without the full picture.



A locally owned civil contractor, established in 2024 and based in Townsville and Charters Towers, North Queensland. Led by Jake Jones, with a family background of more than two decades in civil construction.

39 years combined Transport and Main Roads (TMR) specification experience across the delivery team

THREE QUESTIONS JPD COULD NOT ANSWER

- 01 How much funding is approved in the buyer's budget?
- 02 Who wins work in this region, and at what rate?
- 03 What entry strategy secures a defensible multi-year position?

When estimators bid without pipeline visibility, every tender becomes an expensive gamble.

Answer all three before anyone prices a line.



Procurement intelligence, commercial entry strategy, and submission control: one integrated operating system.

Approved funding reveals a \$14.74m multi-year pipeline.

ACTUAL TENDER ROUND

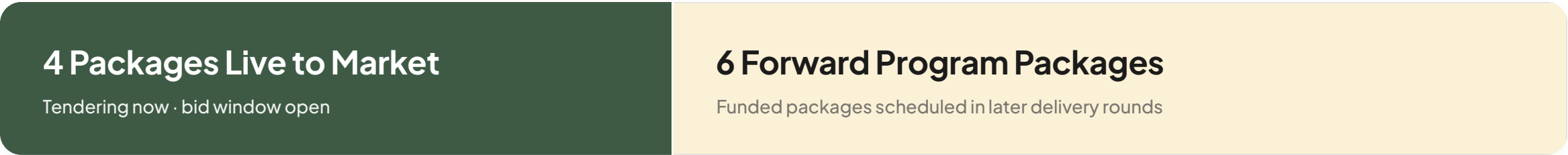
\$14.74m

Total approved funding across target civil works program

✓ COUNCIL APPROVED & FORMALLY BUDGETED

Budget is allocated by the buyer. JPD can commit estimating time knowing the program is funded and going to delivery.

PROGRAM PIPELINE BREAKDOWN · 10 TOTAL OPPORTUNITIES IDENTIFIED



From One Tender to a Multi-Year Program

Four live packages sit on six funded forward packages. That changes the play: win the beachhead setup, build the base, then position for the whole \$14.74m program.

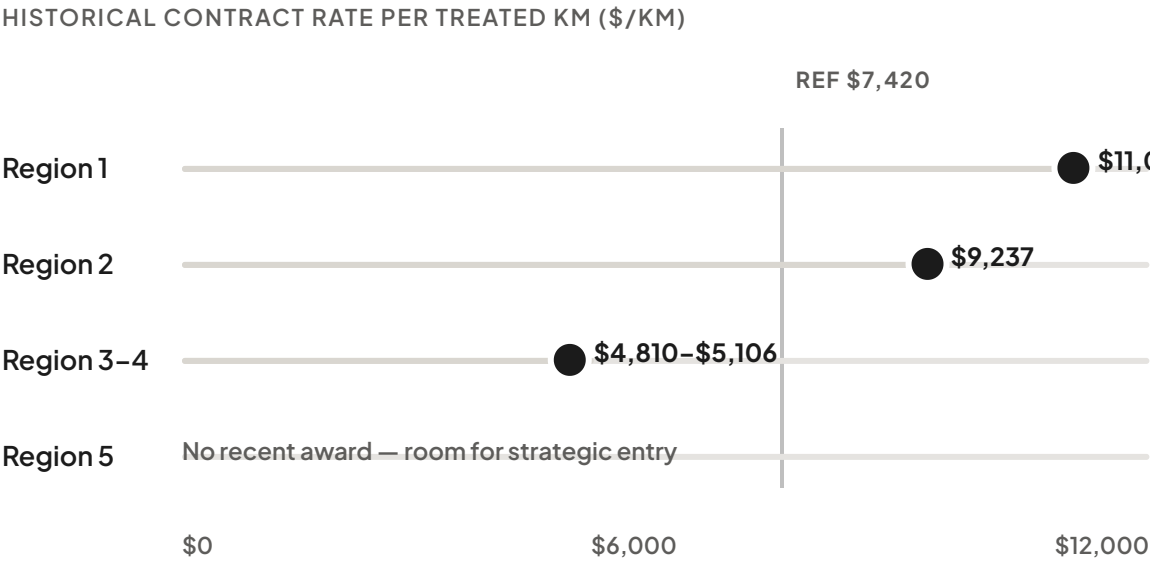
Pipeline visibility turns a one-off tender into the entry gate of a multi-year program.

Pinpoint the incumbent field and historical award rates.

BUYER AWARD HISTORY ACROSS REGIONS

ACTUAL TENDER ROUND

REGION	CONTRACTOR A	CONTRACTOR B	OTHERS	TOTAL
Region 1		\$2.99m		\$2.99m
Region 2	\$3.17m			\$3.17m
Region 3-4	\$0.92m	\$0.82m	\$1.52m	\$3.26m
Region 5	TARGET	\$1.40m		\$1.40m



A Narrow, Concentrated Field

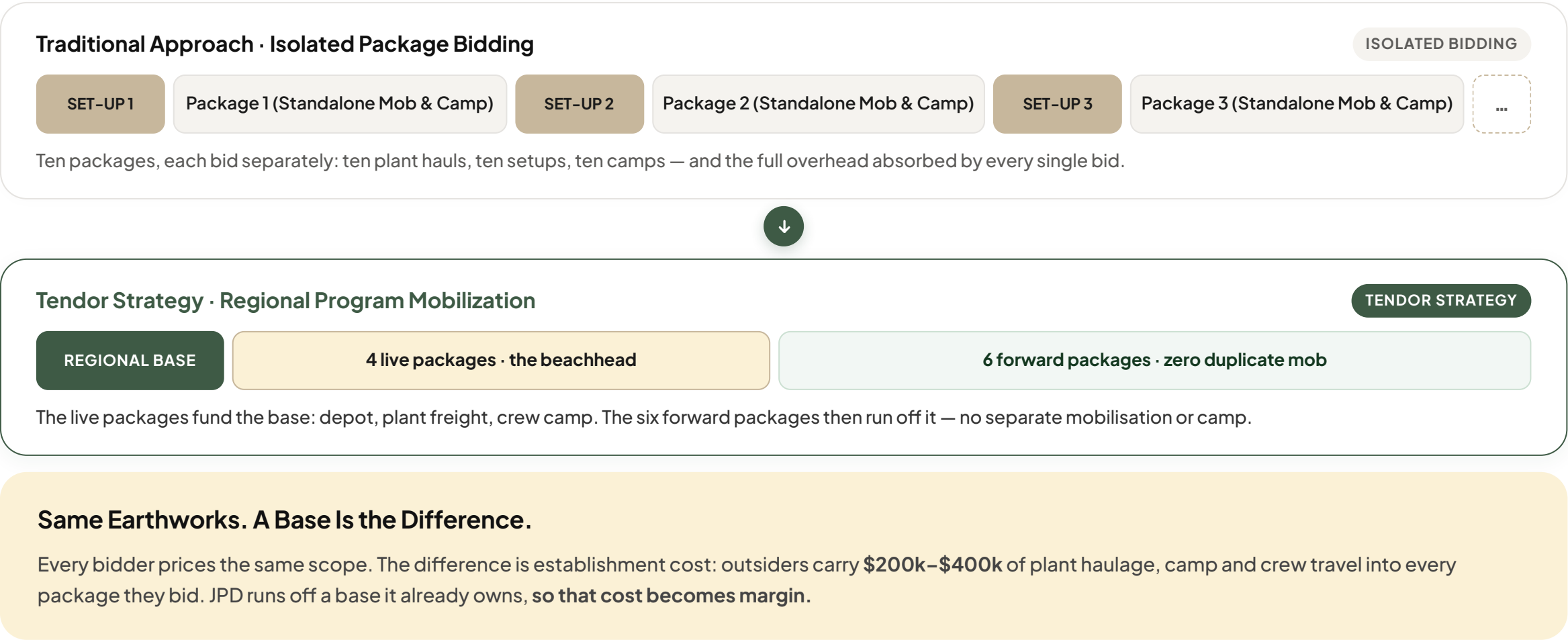
Contractors A and B take the northern shires. Region 5 has one past incumbent and no recent awards, so JPD is up against a single remote logistics model — not a crowd.

2.3x

Spread between the buyer's lowest and highest paid rate per kilometre. Entry pricing has to come from real haul distances, not guesswork.

Knowing the ceiling stops JPD bidding blind and shows where entry is commercially defensible.

Win the first setup to establish the regional base.



Win the live four, and the forward six stop being gambles — they become low-cost, high-margin work.

Win the beachhead without the undercutting trap.

RISK 01

Getting Priced Out on Day One

Pricing with standard margins and \$200k–\$400k of standalone site establishment in every bid. The entrenched incumbent underbids you, you win nothing, and the estimating capital is gone.

RISK 02

The Margin Undercutting Trap

Panicking and slashing margin across every line item just to win. Without a real cost advantage, you 'buy work', expose the balance sheet to severe project risk, and trap the business in a race to the bottom.

STRATEGIC SOLUTION

Ground-Truth Strategic Entry

Model all 8 cost components from ground truth. Price the entry packages to beat incumbent benchmarks, with a defined downside limit and executive sign-off.

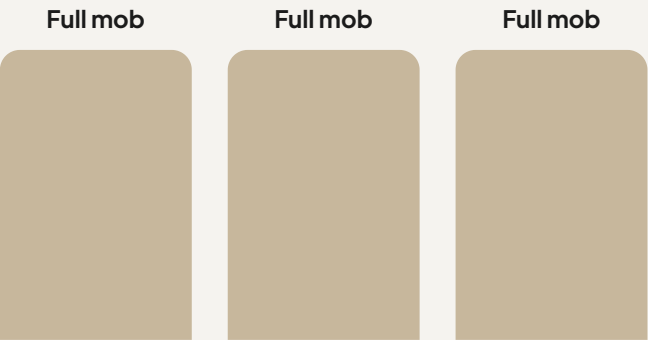
An intentional commercial investment, not estimator guesswork.

The 4 live packages are the way in; the 6 behind them are served from the same base, and that is where the margin sits. Tendor verifies every cost line against local quotes, so the entry price is sharp by design, not by discount.

The objective is not a cheap bid. The objective is knowing exact cost floors, then pricing to win the market position safely.

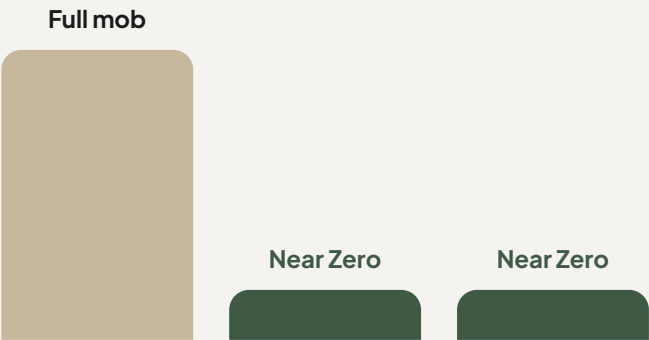
The ROI engine: Compounding multi-year returns.

Outside competitors — arriving cold



Every package carries \$200k–\$400k of site establishment. They must price high or lose money.

JPD position — established on the ground



The 6 forward packages run off the base the live 4 funded: live equipment, local yard, resident crews. Zero duplicate mobilisation.

THE MULTI-YEAR ROI EQUATION

- 1. **Beachhead Win:** the live packages fund the regional base and prove council delivery compliance.
- 2. **Margin Expansion:** near-zero mobilisation lets JPD underbid rivals while capturing higher gross margin.
- 3. **Pipeline Captured:** turns a \$1.4m entry into the remaining \$13m+ program as the entrenched local contractor.

Maximizing Long-Term Commercial ROI

Bidding 10 packages in isolation means 10 set-ups and 10 margins burned. Enter once, fund one base, and the rest of the program becomes high-margin revenue behind an unbeatable cost moat.

The first win buys the operational moat that turns a one-off tender into high-ROI, multi-year recurring revenue.

Run the submission with agile speed and control.

- 1

STEP 01

Returnables mapped

Every schedule, form, and criterion extracted instantly from the tender pack.
- 2

STEP 02

Responsibilities assigned

Clear ownership assigned across estimating, safety, and project operations.
- 3

STEP 03

Construction programme built

Executive Gantt and work breakdown constructed directly from raw specs.
- 4

STEP 04

Compliance & specs tracked

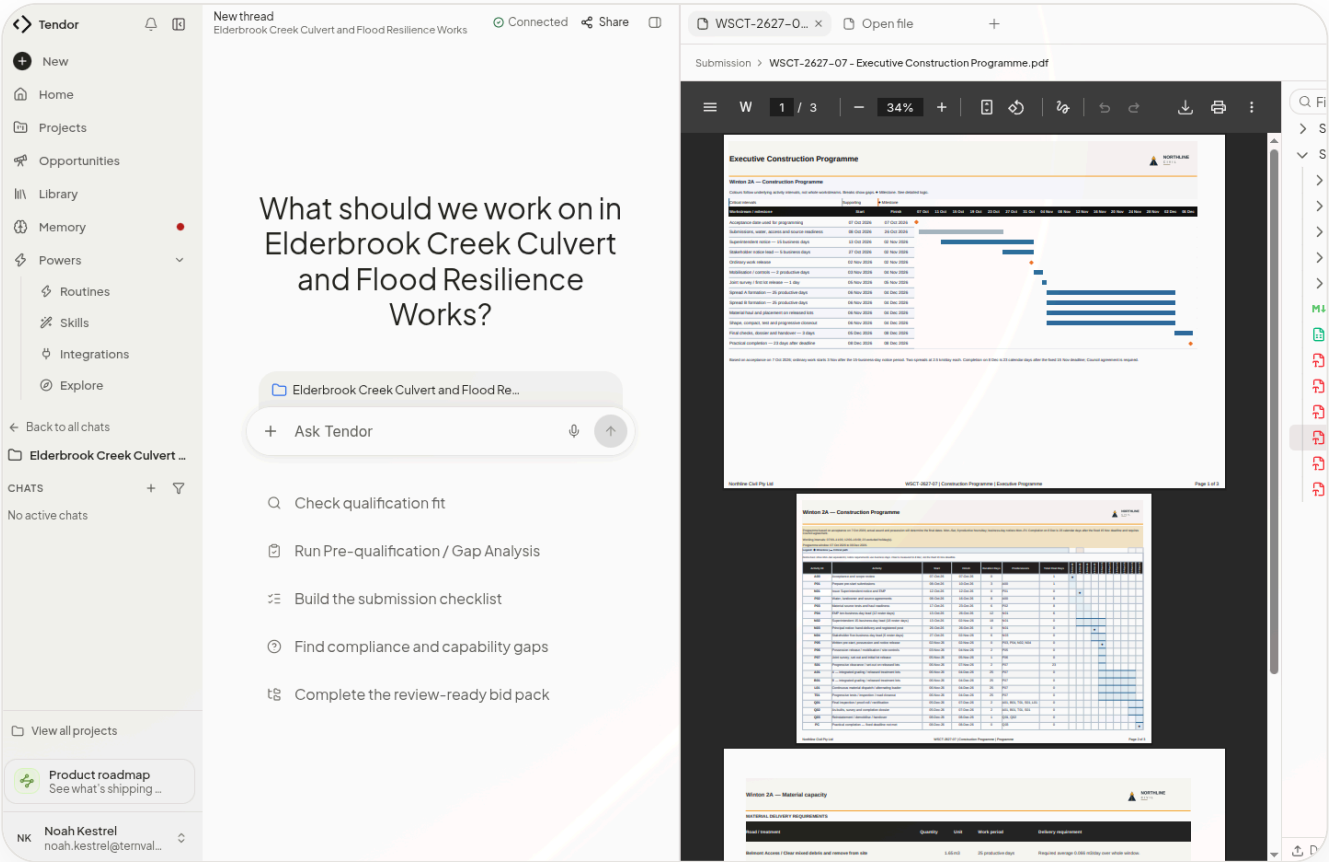
Continuous verification against TMR specs, local content, and mandatory criteria.
- 5

STEP 05

Executive review gates

Structured executive gates for margin sign-off and risk review before lodgement.

ACTUAL PRODUCT SCREENSHOT — AUTOMATED CONSTRUCTION PROGRAMME



Tendor real product screenshot: constructed a complete construction programme and schedule directly from raw tender specifications.

A sharper decision, and a faster bid behind it.

DIMENSION	● BEFORE TENDOR	● WITH TENDOR
Turnaround Speed JPD RESULT	Up to 2 weeks to coordinate, format, and assemble response schedules under deadline pressure.	→ 3 days from tender release to executive review. Turnaround compressed by over 70%.
Market Visibility ACTUAL TENDER ROUND	Bidding blind. Research started only after the tender documents were officially released.	→ \$14.74m approved budget & pipeline identified upfront from public council records.
Strategic Pricing ACTUAL TENDER ROUND	Each package estimated in isolation, with \$200k–\$400k of standalone site establishment in every bid.	→ One base for the whole program: the live packages fund it, the forward packages run off it.
Pipeline Position ACTUAL TENDER ROUND	Each tender treated as an isolated, high-risk one-off transaction.	→ Entrenched regional incumbent , creating an insurmountable cost moat for follow-on packages.

Tendor shifts civil contractors from reactive single-tender bidding to programmatic, high-margin market expansion.

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Having the early procurement signal and budget context helps us decide what is worth bidding for. With the whole tender in one place, we can price more strategically, spend less time chasing work and focus on the opportunities that will help us grow.

**Jake Jones**

Director, JPD Constructions NQ

WHAT TENDOR IS FOR

A strategic partner giving growing civil contractors the intelligence, cost clarity, and submission control to build a multi-year pipeline for growth and market expansion.

Figures throughout this case study come from an actual tender round. Contractor, shire, and package names are anonymised for commercial confidentiality.