

10 anos de qualidade e eficácia



Osorinfer nasceu em maio de 2009, mas rapidamente encontrou o seu nicho no setor da construção civil. Hoje, Arménio Coutada fala-nos sobre a especialização e o impacto de um grupo que se afirma além-fronteiras.

Sediada em Braga, esta empresa que nasceu da parceria de dois sócios rapidamente ganhou proporções maiores e, perante o crescente volume de negócios, chegou a mercados que em muito se distanciavam do português. É preciso apreender que tudo isto aconteceu num setor profundamente afetado pela crise: "Tivemos de redimensionar o nicho de mercado e o conceito chave-na-mão foi o que nos permitiu dar o salto", revela. Hoje, o diretor geral, Arménio Coutada, compreende que as barreiras foram ultrapassadas, sem qualquer tipo de apoio externo, e o facto de expandirem para o mercado espanhol e criarem uma filial em França permitiu antever oportunidades com qualidade e eficácia.

Relativamente ao seu core business, verificamos que, enquanto no mercado nacional aposta na construção de moradias de luxo, no mercado externo especializou-se na área do betão armado. Com o objetivo de maximizar níveis de produtividade, o grupo consegue igualmente rentabilizar a produção das suas equipas através da gestão adequada de recursos. "Tivemos de encontrar parceiros que respondessem ao nosso padrão", afirma. Não é por acaso que hoje preservam essas sinergias e o facto de manterem uma equipa sólida e multifacetada faz com que apenas necessitem de subcontratar algumas especialidades. "A empresa não tem muitos colaboradores. Somos poucos, mas muito polivalentes", reforça.

Portanto, a Osorinfer consegue perceber tão facilmente as necessidades do cliente particular como do empresarial e essa versatilidade reflete-se em projetos tão diversos como o College de Beaumont Les Valence, com a "execução de muros em betão impresso", o Centre Aquatique de Tain L'Hermitage, que consistiu na construção de um centro aquático composto por uma piscina olímpica, e o Ginásio Gimno-



Osorinfer



Rua Luís António Correia, 62
4715-310 Braga
Tel.: +351 (253) 053-826
E-mail: geral@osorinfer.com
www.osorinfer.com

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Osorinfer was established in May 2009 but quickly found its niche market in the construction industry. Today, Arménio Coutada talks about the specialization and the impact of a group that expands across borders.

Based in Braga, this company that was born from the partnership of two members quickly gained greater proportions and, as a result of an increasing work volume, it has reached markets that were rather different from the Portuguese scenario. It should be understood that all of this happened in an industry which was deeply affected by the crisis: "We had to resize the market niche and the turnkey concept allowed us to make the leap", he reveals. Today, Arménio Coutada explains that the barriers have been overcome without any external support, and the fact that they have expanded to the Spanish market and created a subsidiary in France has made it possible to foresee opportunities with quality and efficiency.

Regarding its core business, we realize that, while in the national market it is investing in the construction of luxury villas, in the foreign market it specializes in the field of reinforced concrete. With the objective of maximizing productivity levels, the group is also able to harness from its teams' production of its teams through the proper management of resources: "We had to find partners who responded to our standard", he explains. It is no coincidence that today they preserve these synergies and maintaining a solid and heterogeneous team means that they only need to outsource the services of certain fields. "The company does not have many employees. We are few, but multitalented", he emphasizes.

Therefore, Osorinfer can easily understand the needs of both private and business clients and this versatility is reflected in projects as diverse as the College de Beaumont Les Valence, with "the building of walls in imprinted concrete", the Center Aquatique de Tain L'Hermitage, which consisted in the development of an aquatic center made up of an Olympic swimming pool and the Gymnasium in Caluire, "with the construction of walls in white concrete". Nowadays, they produce "true works of art" and the architects also invite them to other large works.

The fact that they were introduced to the market in a time of considerable weaknesses allowed them to achieve another vision for the business, and Arménio Coutada at the moment reveals that part of their success is due to the lasting relationships they established with employees, clients, and partners. Operating in the districts of Braga and Porto and have a project in progress in Vila Real, there is a commitment to quality, which they do not want to abandon and the efforts towards the French market consist in a strategy to maintain.

