

SWOT Considerations

(Strengths, Weaknesses, Opportunities, Threats)



Internal Considerations

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Ability to Meet Deadlines			
Behavioral Resonance			
Cash Flow Adequacy			
Commitment of Staff			
Communications With Clients			
Communications With Market			
Company Reputation			
Company Values			
Competitive Advantages			
Culture Matching			
Data Gathering Systems			
Financial Assets			
Financial Leadership			
Financial Reserves			
Financial Resources			
Informal Company Philosophy			
Information Systems			
In-House Experience			
In-House Knowledge			
Innovation Commitment			
Key Personnel Accreditations			
Key Personnel Certifications			
Key Personnel Qualifications			
Leadership Capabilities			
Location Relative to Market			
Management Capabilities			
Market Awareness			
Marketing Reach			
Morale of Field Crew			
Pricing			
Process Control			
Production Capabilities			
Production Systems			
Quality Reputation			
Reliability of Data Collected			
Returns on Investment			
Subcontractor Quality			
Supply Chain Commitment			
Unique Selling Proposition			
Value Proposition			

External Considerations

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Business Development Opportunities			
Client Lifestyle Trends			
Competitor Plans			
Competitor Vulnerabilities			
Economic Cycle Position			
Economies of Scale Available			
Environmental Effects			
Financial Backing Issues			
Global Influences			
Housing Industry Trends			
Import/Export Impacts			
Influences			
Information Technology Developments			
Key Staff Issues			
Legislative Effects			
Major Contracts Possible			
Market Demand			
Market Developments			
New Market Development			
New Market Information			
New Technology Developments			
Niche Target Markets Available			
Partnerships Available			
Political Effects			
Research Techniques			
Sales Channels Available			
Sustaining Internal capabilities			
Vital Contracts			
Vital Partnerships			
Weather effects			