

SWOT Considerations

(Strengths, Weaknesses, Opportunities, Threats)



Internal Considerations

Strength = 1, Weakness = 0

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Sum |
|-------------------------------|---|---|---|---|---|---|---|---|---|----|-----|
| Ability to Meet Deadlines | | | | | | | | | | | 0 |
| Behavioral Resonance | | | | | | | | | | | 0 |
| Cash Flow Adequacy | | | | | | | | | | | 0 |
| Commitment of Staff | | | | | | | | | | | 0 |
| Communications With Clients | | | | | | | | | | | 0 |
| Communications With Market | | | | | | | | | | | 0 |
| Company Reputation | | | | | | | | | | | 0 |
| Company Values | | | | | | | | | | | 0 |
| Competitive Advantages | | | | | | | | | | | 0 |
| Culture Matching | | | | | | | | | | | 0 |
| Data Gathering Systems | | | | | | | | | | | 0 |
| Financial Assets | | | | | | | | | | | 0 |
| Financial Leadership | | | | | | | | | | | 0 |
| Financial Reserves | | | | | | | | | | | 0 |
| Financial Resources | | | | | | | | | | | 0 |
| Informal Company Philosophy | | | | | | | | | | | 0 |
| Information Systems | | | | | | | | | | | 0 |
| In-House Experience | | | | | | | | | | | 0 |
| In-House Knowledge | | | | | | | | | | | 0 |
| Innovation Commitment | | | | | | | | | | | 0 |
| Key Personnel Accreditations | | | | | | | | | | | 0 |
| Key Personnel Certifications | | | | | | | | | | | 0 |
| Key Personnel Qualifications | | | | | | | | | | | 0 |
| Leadership Capabilities | | | | | | | | | | | 0 |
| Location Relative to Market | | | | | | | | | | | 0 |
| Management Capabilities | | | | | | | | | | | 0 |
| Market Awareness | | | | | | | | | | | 0 |
| Marketing Reach | | | | | | | | | | | 0 |
| Morale of Field Crew | | | | | | | | | | | 0 |
| Pricing | | | | | | | | | | | 0 |
| Process Control | | | | | | | | | | | 0 |
| Production Capabilities | | | | | | | | | | | 0 |
| Production Systems | | | | | | | | | | | 0 |
| Quality Reputation | | | | | | | | | | | 0 |
| Reliability of Data Collected | | | | | | | | | | | 0 |
| Returns on Investment | | | | | | | | | | | 0 |
| Subcontractor Quality | | | | | | | | | | | 0 |
| Supply Chain Commitment | | | | | | | | | | | 0 |
| Unique Selling Proposition | | | | | | | | | | | 0 |
| Value Proposition | | | | | | | | | | | 0 |

External Considerations

Strength = 1, Weakness = 0

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Sum |
|-------------------------------------|---|---|---|---|---|---|---|---|---|----|-----|
| Business Development Opportunities | | | | | | | | | | | 0 |
| Client Lifestyle Trends | | | | | | | | | | | 0 |
| Competitor Plans | | | | | | | | | | | 0 |
| Competitor Vulnerabilities | | | | | | | | | | | 0 |
| Economic Cycle Position | | | | | | | | | | | 0 |
| Economies of Scale Available | | | | | | | | | | | 0 |
| Environmental Effects | | | | | | | | | | | 0 |
| Financial Backing Issues | | | | | | | | | | | 0 |
| Global Influences | | | | | | | | | | | 0 |
| Housing Industry Trends | | | | | | | | | | | 0 |
| Import/Export Impacts | | | | | | | | | | | 0 |
| Influences | | | | | | | | | | | 0 |
| Information Technology Developments | | | | | | | | | | | 0 |
| Key Staff Issues | | | | | | | | | | | 0 |
| Legislative Effects | | | | | | | | | | | 0 |
| Major Contracts Possible | | | | | | | | | | | 0 |
| Market Demand | | | | | | | | | | | 0 |
| Market Developments | | | | | | | | | | | 0 |
| New Market Development | | | | | | | | | | | 0 |
| New Market Information | | | | | | | | | | | 0 |
| New Technology Developments | | | | | | | | | | | 0 |
| Niche Target Markets Available | | | | | | | | | | | 0 |
| Partnerships Available | | | | | | | | | | | 0 |
| Political Effects | | | | | | | | | | | 0 |
| Research Techniques | | | | | | | | | | | 0 |
| Sales Channels Available | | | | | | | | | | | 0 |
| Sustaining Internal capabilities | | | | | | | | | | | 0 |
| Vital Contracts | | | | | | | | | | | 0 |
| Vital Partnerships | | | | | | | | | | | 0 |
| Weather effects | | | | | | | | | | | 0 |