

# SWOT Considerations

(Strengths, Weaknesses, Opportunities, Threats)



## Internal Considerations

	Rate 1-5	
	Pos	Neg
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

	Rate 1-5		
	Pos	NA	Neg
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			