

SWOT Considerations

(Strengths, Weaknesses, Opportunities, Threats)



Internal Considerations

	Participant Value (+/-)										Sum
	1	2	3	4	5	6	7	8	9	10	
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

	Participant Value (+/-)										Sum
	1	2	3	4	5	6	7	8	9	10	
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