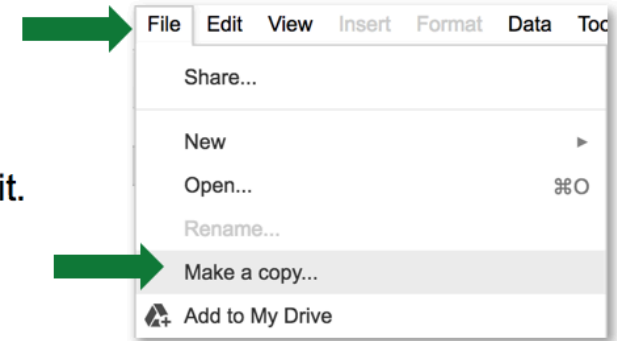


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# SIMPLE COLORFUL CONSTRUCTION COMPANY SWOT ANALYSIS EXAMPLE

<p><b>strengths</b></p> <ul style="list-style-type: none"> <li>+ The staff is highly efficient, having completed 85 percent of jobs on time last quarter.</li> <li>+ We have a high level of customer satisfaction, generating an increasing number of referrals.</li> <li>+ The staff is experienced and skilled, with lower-than-average turnover.</li> <li>+ In 15 years, contracts have grown from an average of \$30K to an average of \$150K.</li> </ul>	<p><b>weaknesses</b></p> <ul style="list-style-type: none"> <li>- The company is slow to adopt new versions of expensive technology.</li> <li>- There is no established schedule for vehicle and equipment maintenance.</li> <li>- We have no official marketing budget.</li> <li>- With limited capacity, we only do one job at a time.</li> </ul>
<p><b>opportunities</b></p> <ul style="list-style-type: none"> <li>+ Hire a second construction manager and team in order to operate jobs simultaneously.</li> <li>+ Establish a real marketing budget to help attract new clients.</li> <li>+ Our large contract for on affordable high-rise building begins with the new year.</li> <li>+ The home and material markets are rising.</li> </ul>	<p><b>threats</b></p> <ul style="list-style-type: none"> <li>- There is a small but vocal backlash to the affordable high-rise building.</li> <li>- Labor costs are rising.</li> <li>- Interest rates are rising.</li> <li>- There are supply-chain limitations.</li> </ul>

# SIMPLE COLORFUL CONSTRUCTION COMPANY SWOT ANALYSIS EXAMPLE

## strengths

- + The staff is highly efficient, having completed 85 percent of jobs on time last quarter.
- + We have a high level of customer satisfaction, generating an increasing number of referrals.
- + The staff is experienced and skilled, with lower-than-average turnover.
- + In 15 years, contracts have grown from an average of \$30K to an average of \$150K.

# S

## weaknesses

- The company is slow to adopt new versions of expensive technology.
- There is no established schedule for vehicle and equipment maintenance.
- We have no official marketing budget.
- With limited capacity, we only do one job at a time.

# W

# O

- + Hire a second construction manager and team in order to operate jobs simultaneously.
- + Establish a real marketing budget to help attract new clients.
- + Our large contract for on affordable high-rise building begins with the new year.
- + The home and material markets are rising.

## opportunities

# T

- There is a small but vocal backlash to the affordable high-rise building.
- Labor costs are rising.
- Interest rates are rising.
- There are supply-chain limitations.

## threats

# CONSTRUCTION COMPANY SWOT ANALYSIS TEMPLATE

**strengths**

+ Strength 1

**S**

**weaknesses**

- Weakness 1

**W**

**O**

+ Opportunity 1

**opportunities**

**T**

- Threat 1

**threats**

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