



S.W.O.T. Analysis Form

S=Strength, W=Weakness, O=Opportunity, T=Threat

Priority: Important or Urgent

L=Low, M=Medium, H=High

	S.W.O.T				Important?			Urgent?		
	S	W	O	T	L	M	H	L	M	H
Business Plan										
Professional Relationships										
Insurance										
Banking										
Bonding										
Accountant										
Legal										
Employee Relations										
Health insurance										
Holiday/Vacation Pay										
Education Reimbursement										
Retirement/401K Plan										
125 plan										
Grievance Procedure										
Financial stability										
Financial plan										
Cash flow backup from bank										
Cash position										
A/R Management										
A/P Management										
Job Cost Management										
Experienced construction bookkeeper										
Current Volume of Business										
Current Overhead										

	S.W.O.T				Important?			Urgent?		
	S	W	O	T	L	M	H	L	M	H
Personal Assessment										
Estimating Skills										
Project Management Skills										
Financial Skills										
General Management Skills										
Sales Skills										
Marketing Skills										
Scheduling										
Legal Knowledge										
Accounting Knowledge										
Operations Skills										
Employee Skills										
Project Management										
Estimating										
Scheduling										
Bookkeeper										
Sales										
Field Management										
Business Operations										
Use Subcontracts										
Use Major Purchase Orders										
Field PO Process										
Quality control plan										
Change Management										
Office facilities										
Filing system for projects										
Office Forms										
Safety and Health manual										
Employee handbook										
Drug Testing										
Web page										

	S.W.O.T				Important?			Urgent?		
	S	W	O	T	L	M	H	L	M	H
Computer Systems										
Estimating Program										
Project Management										
Scheduling										
Job Costing										
Accounting										
Marketing										
Brochure										
Reference List										
Good Guy Letters										
Networking Opportunities										
Managing customer requests and concerns										
Managing existing client relations										
Dealing with an upset customer										
Negotiated Projects										
Bid Projects										
Tracking Competitors										
Capital										
Bonding										
Sales										
Education Policies/Priorities (ABC, AGC, Community College, Association)										
Taking Classes										
Sending employees to classes										
Political Environment										
Slow Economy										
Booming Economy										

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