



S.W.O.T

PAVING CONTRACTOR
COMPANY ANALYSIS



S.W.O.T. FRAMEWORK

S.W.O.T. is a well-known acronym for **Strengths, Weaknesses, Opportunities, and Threats**. A SWOT analysis enables you to assess any business aspect with internal and external influences. **This exercise will support you and your team in thinking critically about the business and:**

- Help define the vision,
- Define strategic goals
- Generate new and alternative strategies
- Identify critical areas of focus for the firm

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Strengths

Internal advantages of the business

- The aspects that are working well for you and keeping you ahead of the competition
- Ask questions such as:
- What advantages do we have?
 - Why do our customers love us?
 - What do we do better than others?
 - Why are we successful as a company? · How do we do business differently than others?
 - What is our Unique Selling Proposition (USP)?

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Weaknesses

Internal disadvantages of the business

- Improvement to achieve your objectives
- Ask questions such as:
- What areas can we do to be more competitive?
 - What could be limiting sales?
 - What should we avoid?
 - Where might we have limited resources or bottlenecks?
 - What is generating complaints?
 - What is hurting our reputation?

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Opportunities

External opportunities for the business

- Helpful in achieving all your business objectives

- Ask questions such as:
- What trends should we be aware of?
 - Are there opportunities to collaborate that we should pursue?
 - How can we deepen customer relationships?
 - How can we expand the business?
 - What emerging technologies can we leverage to enhance the firm's performance?

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Threats

External threats to the business

- Challenges to business objectives

Ask questions such as:

- What could disrupt our business?
- What are competitors doing that can affect us?
- What regulatory, economic, or environmental changes could impact our operations?
- How are customer perceptions and needs changing?
- What could reduce the demand for our services in the future?

Completing a SWOT analysis will help you to identify critical areas to focus on.

However, your business performance will only change if you **Take action** that capitalizes on the strengths and opportunities you have identified, address the weaknesses that are holding your paving business back, and mitigates the risks of the threats.

It's time to make a plan and execute it.

Strengths

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Weaknesses

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Opportunities

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Threats

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