



Please rate these government, economic and societal factors that may affect your industry over the next 3-5 years. To what extent does each represent an opportunity or threat to your company?

	Major Opportunities			Major Threats		
Changes in government regulations	1	2	3	4	5	N/A
Changes in economic conditions	1	2	3	4	5	N/A
Tax policies	1	2	3	4	5	N/A
Changes in social values and norms	1	2	3	4	5	N/A
Changes in demographic a population	1	2	3	4	5	N/A
Code changes	1	2	3	4	5	N/A
Impact fees	1	2	3	4	5	N/A
Municipal regulations	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate these workforce and employment factors that may affect your industry in the next 3-5 years. To what extent does each represent an opportunity or a threat to your company?

	Major Opportunities			Major Threats		
Availability of qual. and skilled employees	1	2	3	4	5	N/A
Values, beliefs and expectations of workers	1	2	3	4	5	N/A
Wage and salary costs	1	2	3	4	5	N/A
Insurance costs	1	2	3	4	5	N/A
Cost of benefits and other employee programs	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate the supplier and construction material factors that may affect the industry in the next 3-5 years. To what extent does each represent an opportunity or threat to your company?

	Major Opportunities			Major Threats		
Price of construction materials	1	2	3	4	5	N/A
Access to construction materials	1	2	3	4	5	N/A
Forward and backward integration	1	2	3	4	5	N/A
Quality of construction materials	1	2	3	4	5	N/A
Suppliers capabilities and resources	1	2	3	4	5	N/A
Sub-contractor capabilities and availability	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

What are the four greatest opportunities at your company should pursue in the next 3-5 years?

Our greatest opportunity is... _____
 Our second greatest opportunity is... _____
 Our third greatest opportunity is... _____
 Our fourth greatest opportunity is... _____

What are the four greatest threats to your company over the next 2-3 years?

Our greatest threat is... _____
 Our second greatest threat is... _____
 Our third greatest threat is... _____
 Our fourth greatest threat is... _____



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STRENGTH, WEAKNESS, OPPORTUNITY & THREAT ANALYSIS

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STRENGTHS AND WEAKNESSES

Every organization has certain strengths and weaknesses that will influence its long-term performance and competitive position. Strengths and weaknesses are internal capabilities and resources that are likely to lead respectively to higher or lower levels of performance. Your company's greatest ranks are the core competencies upon which it should build its competitive advantage.

Please rate your company's financial performance and resources. To what extent is each a strength or weakness?

	Major Strength			Major Weakness		
Access to capital	1	2	3	4	5	N/A
Cash management	1	2	3	4	5	N/A
Spec Inventory financing	1	2	3	4	5	N/A
Lot Inventory	1	2	3	4	5	N/A
Degree of capacity utilization	1	2	3	4	5	N/A
Asset management	1	2	3	4	5	N/A
Profitability	1	2	3	4	5	N/A
Liquidity	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate your company's marketing and sales capabilities. To what extent is each a strength or weakness?

	Major Strength			Major Weakness		
Market research	1	2	3	4	5	N/A
Brand recognition	1	2	3	4	5	N/A
Market share	1	2	3	4	5	N/A
Sales Facilities	1	2	3	4	5	N/A
Sales force (Representation)	1	2	3	4	5	N/A
Sales force productivity	1	2	3	4	5	N/A
Merchandising	1	2	3	4	5	N/A
Product Pricing	1	2	3	4	5	N/A
Advertising and Promotion	1	2	3	4	5	N/A
Location of Communities	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate your company's management team and employee capabilities. To what extent is each of strength or weakness?

	Major Strength			Major Weakness		
Management communication	1	2	3	4	5	N/A
Responsiveness to change	1	2	3	4	5	N/A
Attract/retain the best people	1	2	3	4	5	N/A
Use of tech. to improve profit	1	2	3	4	5	N/A
Management team leadership	1	2	3	4	5	N/A
Employee capability and skills	1	2	3	4	5	N/A
Company culture and values	1	2	3	4	5	N/A
Compensation and benefits	1	2	3	4	5	N/A
Strategic planning process	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate the quality of your company's products/services. To what extent is each is strength or weakness?

	Major Strength			Major Weakness		
Quality of product/service	1	2	3	4	5	N/A
Product/service differentiation	1	2	3	4	5	N/A
Customer service	1	2	3	4	5	N/A
Breadth the product line (Prices)	1	2	3	4	5	N/A
Depth the product line (SqFt.)	1	2	3	4	5	N/A
New-product development	1	2	3	4	5	N/A
R&D capabilities/resources	1	2	3	4	5	N/A
Customer satisfaction and loyalty	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A



Please rate your company's construction capabilities and resources. To what extent is each a strength or weakness?

	Major Strength			Major Weakness		
Sub-Contractor Skills	1	2	3	4	5	N/A
Materials availability	1	2	3	4	5	N/A
Manufacturing productivity	1	2	3	4	5	N/A
Procurement process	1	2	3	4	5	N/A
Spec Inventory	1	2	3	4	5	N/A
Sales systems	1	2	3	4	5	N/A
Relationship with suppliers	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

What are the four greatest strengths of your company? Be specific and record them in order of importance.

Our greatest strength is...
 Our second greatest strengths is...
 Our third greatest strength is...
 Our fourth greatest strength is...

What are the four greatest weaknesses of your company? Be specific and record them in order of importance.

Our greatest weakness is...
 Our second greatest weakness is...
 Our third greatest weakness is...
 Our fourth greatest weakness is...

OPPORTUNITIES AND THREATS

In setting long-term direction, every organization is confronted with a number of opportunities and threats that will influence its future success. Opportunities and threats are external, environmental factors that are likely to lead respectively to higher or lower levels of performance. Your strategy should be to pursue the best opportunities while minimizing its greatest threats.

Please rate these customer and market factors that may affect your industry in the next 3-5 years. To what extent does each represent an opportunity or a threat to your company?

	Major Opportunities			Major Threats		
Market growth rate	1	2	3	4	5	N/A
Changing customer needs and prefs.	1	2	3	4	5	N/A
Customers price sensitivity	1	2	3	4	5	N/A
Access to new markets for our products/services	1	2	3	4	5	N/A
Technology change	1	2	3	4	5	N/A
Size of our market	1	2	3	4	5	N/A
Degrees of product differentiation	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A

Please rate the competition and the competitive forces and in your industry over the next 3-5 years. To what extent does each represent an opportunity or a threat to your company?

	Major Opportunities			Major Threats		
New competitors entering our market	1	2	3	4	5	N/A
Competitors pricing policies/practices	1	2	3	4	5	N/A
Competitor's product/service quality	1	2	3	4	5	N/A
Competitor strategies	1	2	3	4	5	N/A
Innovation in the industry	1	2	3	4	5	N/A
Competitor's product/service offering	1	2	3	4	5	N/A
Capacity utilization in the industry	1	2	3	4	5	N/A
Cyclical/seasonality in the industry	1	2	3	4	5	N/A
Industry profitability	1	2	3	4	5	N/A
Intensity of competition	1	2	3	4	5	N/A
Size of competitor	1	2	3	4	5	N/A
Merger/acquisition activity in the industry	1	2	3	4	5	N/A
Other	1	2	3	4	5	N/A