

S.W.O.T ANALYSIS: A PROGRESSIVE STRENGTH FOR CONSTRUCTION FIRM

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Abstract - Determination of various concepts, their effects, and resolution regarding the risk in detailed manner will definitely provide success for completion of the construction of a project within the given interval of time. Involvement of different management to perform a specific task in proper co-ordination, co-operation then the work will surely provide benefits for the construction firm. Adaptation of differential strategies in a controlled way it will help in development of the organization. Multiple decision making tools, multiple decision making analysis, will contribute in achieving the goals of the construction firm. Integration of various activities in a chronological manner a performing the task on them to determine the specific characteristics of the construction firm. Results obtained on the basis of SWOT Analysis will always be helpful in generating the success factors for the respective construction firm. Learning the current situation of strength, weakness, opportunity, and threats will contribute in defining the in general condition of construction firm which will help to make decision. Progressively help for making strategic planning. SWOT Analysis is a time consuming activity or process. Questionary are made and by using this SWOT analysis has been taken place.

Key Words: S.W.O.T, AHP etc

1. INTRODUCTION

Determination in an order to identify the strength, weakness in an systematic manner for generating opportunities for the benefits of the construction firm along with analyzing on threats occur during various phases of the project. Grasping and adopting the new ideas for becoming strengthened by the competency of global point of view. Concentrating on the positive effect of the firm and correspondingly eliminating the negative effect will definitely contributes towards a helping and creating success factors.

1.1 General

Before Structure of paper defines a methodology for determining various construction management analyses for a construction enterprise. For success of a project the SWOT (strength, weakness, opportunity, threats) analysis is an important factor. Systematic analysis of various points in a detailed descriptive format for providing successful completion of project "SWOT Analysis" is used. It is a decision making tool which gives the important attention for the specified success of the decision. When we do systematic planning which is being followed by implementation in a controlled manner to provide a successful output of work without being any obstruction and leading towards completion of a particular project is termed as "SWOT Analysis".

S = Strength

O = Opportunity

W = Weakness

T = Threats

1.2 Need of the study

A particular society or community for his development required various types of projects. In relation with Civil Engineering there are 4 different types of projects

- Residential Project
- Commercial Project
- Industrial Project
- Infrastructural Development

In this particular project we are being dealing with residential project.

A business enterprise which is being connected with the construction of the building or any other construction is called as construction firm or construction enterprise

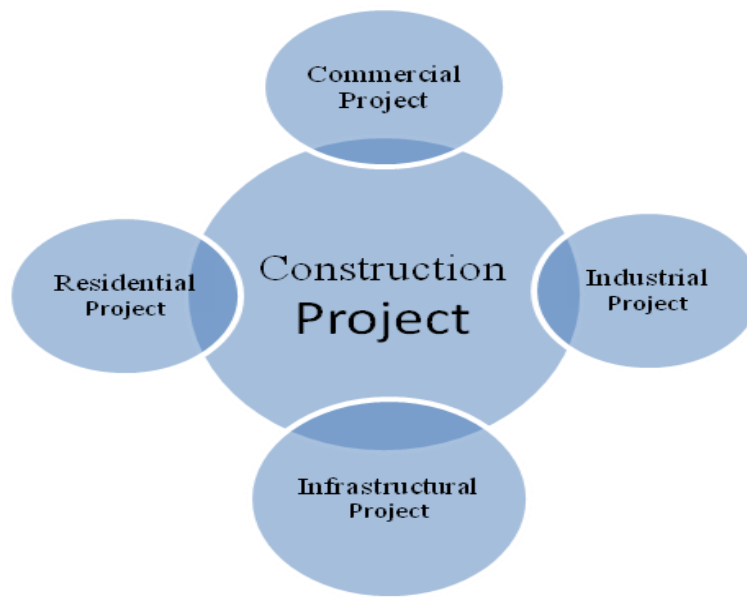


Figure 1 Structure of Construction Project

1.3 Objectives

- Obtaining various range of potential strategic initiatives for successive progress of the firm.
- Priority based performance determination will leads towards obtaining successive progress of the firm.
- Customer satisfaction as per their requirements should be the first and leading priority of the construction firm.
- Over viewing and handling the risk analysis will concisely perform a major role for the prospectus of the construction firm.

2. Literature Review

- a) *“Selection of construction enterprise management strategy based on the SWOT and multi-criteria analysis”* by E.K. ZAVADSKAS, Z. TURSKIS, J. TAMOSAITYENE

Just like construction management principles here the author has taken 3 basic principles of construction management but in a strategic and approaches are considered. According to writer strategic options are going to deals with financial approaches and determine the systematic flow of the cash. Strategy is also depending on the size of the firm (small size firm and large size firm). Integration of the project stages will help in increasing the accuracy and perfection in the work.

- b) *“A Knowledge based SWOT –analysis system as an instrument for strategic planning in small and medium sized enterprises”* by G.HOUBEN, K.LENIE, and K. VANHOOF

They have distributed the work by pronouncing it by Environment. External environment and internal environment. These two considerations of the author and corresponding analyzing them will contribute in determination of success for the firm. Definition of SWOT Analysis according to this paper is “recognition of the internal strength and weakness as well as external opportunities and threats, takes place on the basis of detailed study of the project”. Current status of the company, past history of the company, market possibilities, market value of the company will clearly highlight the strength and weakness of that particular firm. For successful operation of the project, the firm has to concentrate on their future objectives for achieving their strength and correspondingly eliminating the current weakness for betterment of the project prospective.

- c) *“Strategic development and SWOT analysis at the University of Warwick”* by Robert G Dyson

This aim is to produce recommendations for future consideration. Here concentration is being given on incrementing in the strength of the firm, decrement in weakness of the firm, finding the threats and opportunities for the firm and finally resolutions provision as per requirement. Integrating the whole analysis would be preferably beneficial for the success of the project. Here it is being stated that distributing the analysis in proposal format will leads toward defining the various aspects of the project correspondingly help to generate the strategy for successful completion of any project.

a) ***“A Rule based SWOT ANALYSIS application: A Case study for Indonesian Higher Education Institution”*** by Husni Thamrin, Endang Wahyu Pamungkas

SWOT Analysis was first introduced by Albert Humphrey during the year 1960-1970 when he used to work at Stanford University to develop methods which will contribute in companies in the United States in planning changes form. In that particular study firstly SWOT has being introduced. SWOT Analysis is an attempt to find out the possible external difficulties that needs to be overcome Description of SWOT Analysis will help for making strategic planning for long term and short term development for a particular construction firm. Aim of strategic planning is to maintain the balance of the organization to any changes regarding external and internal environment. Provide stability to the organization to survive all over time. Although, SWOT Analysis is a time consuming process. At the initial stage of development, SWOT Analysis is widely used for planning the development of the companies and industries in United States. Later on, it has been used in different fields. In a study at Van Wijngarrden tried to change the method of SWOT Analysis for development of strategic planning of healthcare organization in Europe. SWOT Analysis can be used in different fields.

3. Data Collection

1. Software used during the construction management of the firm :

- Microsoft word
- Microsoft Excel
- Microsoft Spreadsheet
- Primavera
- Auto- cad
- Microsoft Power point Presentation
- Enterprise resources process
- Etc.

2. Inventory control and Purchase:

- Proper staff structure
- Involvement of new techniques and methods in construction
- Implementation of proper S.O.P (standard operating process)
- Proper testing of material from 3rd party
- Deployment of external consulting services agency for various works

3. Execution:

- Proper planning and execution
- Periodical checking and updating of progress
- Maximum output from the staff.
- Motivation to the staff for their moral support

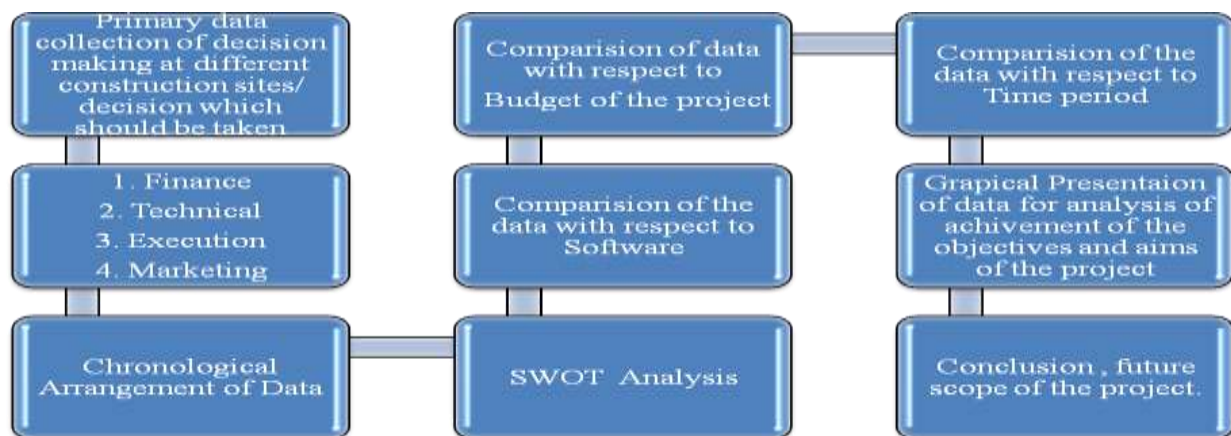


Figure 2 Methodology of SWOT Analysis

4. Finance:

- Proper finalization of the amenity.
- Addition of customer feedback and provision of branded material for the work.
- Material provided for usage should be handy and easy for the end users.
- Budgeting, planning, cash flow should be steady.

5. Technical :

- Changes should be done on previous experiences.
- Proper co-ordination of various departments.
- Priority based performance is required and appraisal

4. CONCLUSIONS

- ❖ Contribute in providing a solid framework for the construction firm. Primary investigation for determining the success factors of the construction firm.
- ❖ Chronological arrangement of data will help in achieving the basic principles of construction management.
- ❖ Collecting the historical information of the place. Detailed description of each and every task and resolution as per expertise knowledge is given.
- ❖ Concentration could be done on the future basis while dealing with knowledge based methods.
- ❖ Potential strategy initiatives wide range could be determined.
- ❖ SWOT analysis is an old strategy but due to its successful result it could be used in various fields.
- ❖ Resource evaluation knowledge could be obtained by comparison.

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