



Transferência de Tecnologia e Conhecimento

Doc. Responsável: Helena Vieira

Departamento: N.a.

Inserção no Plano Curricular: 1º ano, 2º sem, obrigatória

Créditos/Horas de Contacto: 4ECTS; 30 horas T + 15 horas OT

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SWOT ANALYSIS – EXAMPLE 2

Our independent architect who specializes in designing residential homes, Life Designs, has a strengths, weaknesses, opportunities, and threats (SWOT) list that includes:

Strengths:

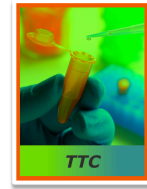
- ability to respond quickly to customer demands and changes
- ability to make acceptable margins on small jobs, with low overhead
- high-quality of work and experience
- reputation for being affable, honest, and easy to work with
- reputation for good value of services and prices
- appeal to customers of working directly with the architect/principal

Weaknesses

- very limited financial, personnel, and time resources
- a limit of three to four projects at any given time
- inability to sell and work on a project at the same time
- not having a personal relationship with influential local business leaders
- being known for a limited number of architectural design "styles"

Opportunities

- a growing market for new homes and more upscale homeowners moving to the area, fostered by a growing local economy
- a chance to contract with a local developer for an exclusive agreement
- a chance to work with the university architectural design department as a visiting lecturer
- a chance to relocate his office from his home to a co-op business office center, with shared secretaries, receptionist, conference rooms, and computers
- the availability of hiring independent sales reps to work with residential owners, real estate firms, and contractors



Threats

a growing amount of advertising and business inroads by outside regional and national firms in the local area

new local zoning codes and state/federal legislation increasing the cost of new home and remodeling/addition work

increasing costs of building materials

a possible shortage of skilled building trade people in the area

a new competitor in the area specializing in residential home design, especially in his known "style" of design

Source: http://www.toolkit.com/small_business_guide/