

# SWOT ANALYSIS

## Internal Elements

### STRENGTHS

- Experienced Staff
- Thorough Product knowledge
- Own all equipment

### WEAKNESSES

- Lack HR experience
- Lack Social Media skills
- No website

## External Elements

### OPPORTUNITIES

- Grow business by networking to meet more General Contractors.
- Have website built with bios of key staff/owners, and photos from projects.

### THREATS

- Competitors
- Catastrophic equipment breakdown.
- Disruption of Supply Chain for building materials.
- Fuel prices.