

# IMPLEMENTATION OF SWOT ANALYSIS FOR CONSTRUCTION PROJECT : A REVIEW

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**Abstract:** SWOT analysis is an essential tool which is used in a construction company. SWOT analysis shows a critical risk in the planning. As per construction project SWOT analysis is done by contractor or investor point of view. SWOT analysis is used from 1960s appliance to help in various planning of construction industries. The project in this paper shows the study of SWOT analysis and improves the plans of Construction Company. SWOT analysis shows the profit or loss in construction management .SWOT analysis provides a long term successes in construction project. SWOT analysis is done for management effectiveness in construction companies. In this paper reviews are collected, related to SWOT.

**Keywords:** Swot analysis, project delays, project management.

## IX. INTRODUCTION

SWOT analysis refers as strengths, weaknesses, opportunities, threats .SWOT analysis solves the internal and external risk of construction project company. Risk management is important tool in Construction Company to loss or profit the project. Risk management demand determining the goals and uncertainty of construction company .During construction work new techniques of SWOT identify and implement it to achieve the goals. Now a day modern techniques are used to develop long term goals in competitive world. Similarly in the construction site and strategic planning have been recommended. Research shows that the construction company should conduct new techniques. ( IGOR N. MILOSEVIC, april 2013).

## SWOT ANALYSIS

By using following points, SWOT analysis is implemented on construction project.

- Strengths - To achieve the new techniques in competitive world.
- Weaknesses - To stop the objective of project.
- Opportunities - External factor achieve the project goals.
- Threats - External factor that could damage the project goals.

The SWOT analysis is also carried out in following

- Training and capacity building.
- Research and education.
- Public awareness and media.
- Organization development.

## II. STATEMENT OF PROBLEMS

In the strategic planning, SWOT analysis is essential part of achieving the goals, the following research are carried out?

1. Why project delay and project abandonment developed? And what are the affectes on project because of delay?
2. What is SWOT? And What is role of SWOT analysis in construction project?
3. What are the merits and demerits of SWOT analysis in construction management? ( Achilike.l. Nicholas,2015)

### III. SWOT ANALYSIS FROM THE CONTRACTOR'S POINT OF VIEW

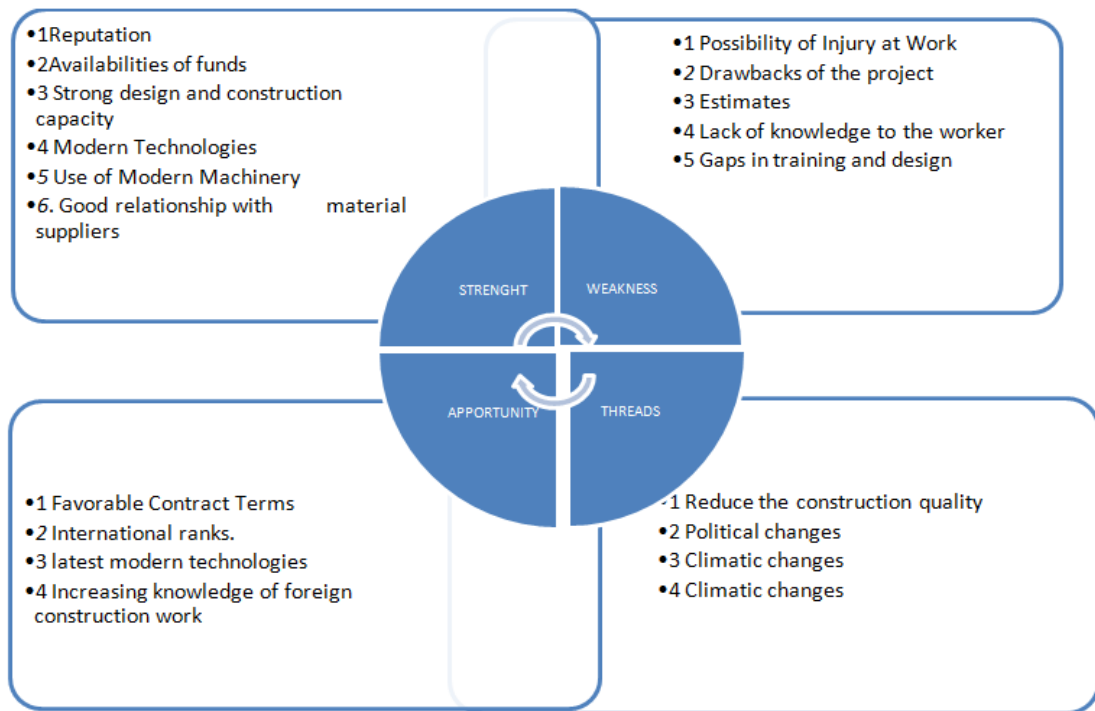


Fig.1. SWOT ANALYSIS AS PER CONTRACTOR POINT OF VIEW (IGOR N. MILOSEVIC,2010)

Following point are explained as per the contractor point of view

#### A. Strength

##### 1 Reputation

- Reputation is a important things in construction. It depends upon works done by contractor.
- Effectiveness work is important in construction work for reputation of contractor

##### 2 Availabilities of funds

- Due to unavailability of funds the project should be delay. It should affect on project goals.
- Proper funds should be available for determining the objective of project.

##### 3 Strong design and construction capacity

- It depends upon the project work. The project is heavy then the construction capacity is strong

##### 4 Modern Technologies

- In the competitive world the modern technology is used to maintain or determine the goals of our project.

##### 5 Use of Modern Machinery –

- The contractor should be used modern machinery during construction of the building.

##### 6. Good relationship with material suppliers

- To achieve proper quality of material good relationship is necessary
- Quality of material is good then work must be effectiveness. ( Mohammad Arabzad and Hadi Shirouyehzad,2012)

#### B. Weakness

##### 1 Possibility of Injury at Work

- Workers are not working on new technology of construction so increased possibilities of injuries at work.

##### 2 Drawbacks of the project

- To know the negative points on construction work
- Proper schedule should not maintain

##### 3 Estimates

- Proper estimate is necessary for maintaining the construction work
- Estimate greatly affect on construction work

##### 4 Lack of knowledge to the worker

- Due to lack of knowledge a new technology cannot be implemented
- It should greatly affect on construction work

### C. Opportunities

- 1 Favorable Contract Terms
  - The contract or project should be completed within time
  - The contractor must know the all terms related to contract to achieve the goals.
- 2 International level
  - The locally available project should be published national or international level.
  - For marketing the project or marketing the contractor it is essential to publish the project
- 3 latest modern technologies
  - In the construction work competition is more so use modern technology
  - During the project new methods are used to achieve the effective goals than other project.
- 4 Increasing knowledge of foreign construction work
  - In other country new innovations are used in construction rapidly
  - To study that innovation and implement it.
- 5 Good communications
  - Good communication gives the new ideas of construction work
  - New techniques are discussed and implement it to achieve goal( Mohammad Arabzad and Hadi Shirouyehzad,2012)

### D. THREATS

1. Reduce the construction quality
  - Due to low construction quality the reputation of contractor should be wasted
  - life span of construction is reduced
  - Due to low quality we cannot work effectively so we cannot use proper objective of project
2. Political changes
  - If the politician is change then it greatly affect on construction because of their new rules
  - losses are more in changes of politicians
3. Climatic changes
  - In rainy season we cannot construct any site so it greatly affect on Construction Company.
  - Time is more for construction site in rainy season
4. New technology have been fully tasted
  - Before any implementation of modern techniques the techniques must be tested on site for future problems like collapse the construction.( E.K AVADSKHS,Z.TURSKIS,J.TAMOSAITIENE,2011)

## IV. SWOT ANALYSIS FROM THE INVESTOR'S POINT OF VIEW

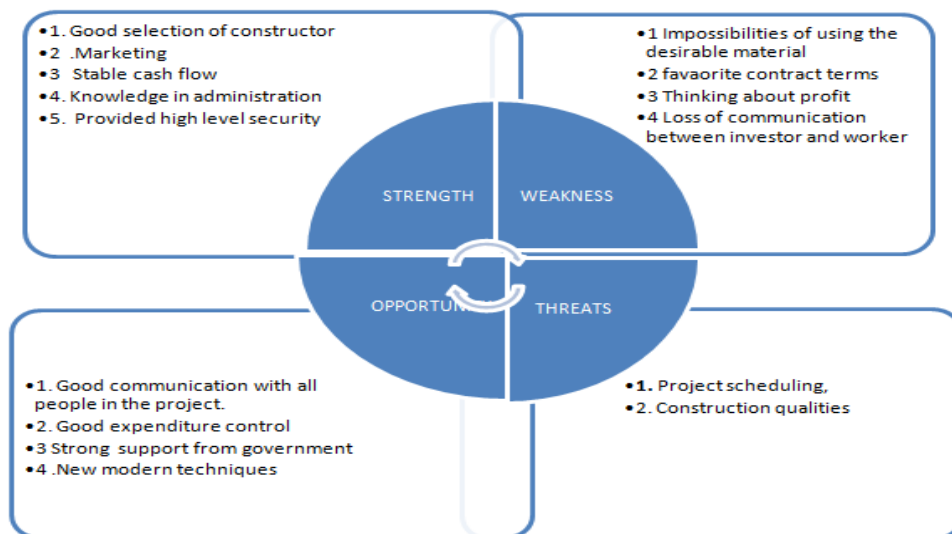


FIG.2. SWOT ANALYSIS AS PER INVESTOR POINT OF VIEW((IGOR N. MILOSEVIC,2010)

Following are the point explains as per the investor point of view.

#### **A. Strength**

1. Good selection of constructor
  - To select the good constructor for achieve the goals
  - The constructor has knowledge the construction work which will helpful in future plans
2. Marketing
  - An investor has the knowledge about recent marketing of construction work
  - Lack of knowledge of investor in market must be loss their profit
3. Stable cash flow
  - The payment bill should be paid time to time to progress the work
4. Knowledge in administration
  - Marketing, law, accounting
5. Provided high level security
  - On construction site provide a security for avoiding the risk.
6. Documentation

#### **B. Weakness**

1. Impossibilities of using the desirable material
  - Low qualities of material used. It will greatly affect on progress of work
2. Favorite contract terms.
  - Legal documents of contracts
3. Thinking about profit
  - To know all profit about contract to achieve maximum profit
4. Loss of communication between investor and worker
  - Relation between investor and worker is very poor so that there is loss of communication

#### **C. Opportunities**

1. Good communication with all people in the project.
  - Verbal Communication is important factor in this work.
  - To know the all thinks about project during communication
2. Good expenditure control
  - Proper use of money is essential for future problem so use proper expenditure on project
3. Strong support from government
  - The investor has submitted legal documents so the government is rightfully support to investor.
4. New modern techniques
  - Now a day's competition is heavy so recent touch in the market techniques

#### **D. THREATS**

1. Project scheduling
  - The project should be completed within time
2. Construction qualities
  - To check the all qualities in construction work (U. Isikdag)

### **V. THE APPLICATION OF SWOT ANALYSIS BY THE CONSTRUCTION COMPANIES**

SWOT analysis is a factor which gives important assessment at given situation to avoid critical decisions related to construction project. At the time of construction the output from this system provides the key inputs for creating project plans. For example, the activities of construction are listed first then the SWOT analysis helps determine the risks related to activities then we create the project plans. SWOT analysis is method of strategy which is used in business planning and to avoid poor qualities in the construction work. (Achilike.I. Nicholas, 2015).SWOT analysis also helps bringing common purpose and understand key factor for success. SWOT analysis plays important role of wedding out the negative of project and boosting the positives.

## VI. Conclusion:-

Now a days the study of SWOT analysis is large useful in construction firm. This research has indicate understanding current situation in construction firm. In this research identify the risk by both contractor and investor point of view. The investor has knows the distinguish between good and bad qualities in construction firm. To achieve long term goals in the construction firm the factor SWOT analysis must be implemented.

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