

REAL ESTATE SWOT ANALYSIS

■ PSM Co. conducts SWOT analysis to identify opportunities that the client may not have thought or considered. PSM Co. uses both market analysis and SWOT analysis to help client create agile strategies that helps them to maintain their success by using a qualitative and quantitative SWOT analysis report. SWOT analysis (acronym for Strengths, Weaknesses, Opportunities, and Threats) is a very useful model for the development of the real estate in the business and organizational level. Our main target in terms of SWOT analysis for a real estate is to manage and define the property's advantages and the general strategies which should be introduced according to the specific necessities of the real estate.