

Universal Forest Products Inc. – SWOT Framework Analysis

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Abstracts

Headquartered in Michigan, United States, Universal Forest Products manufactures wood and wood-alternative products. The company is known for its pressure-treated wood, its manufactured housing options and engineered roof systems for site built construction.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Universal Forest Products in a SWOT analysis and also provides a brief profile of the company in the report Universal Forest Products – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Universal Forest Products in the present-day business scenario.

Contents

A. EXECUTIVE SUMMARY

B. UNIVERSAL FOREST PRODUCTS: BRIEF PROFILE

C. UNIVERSAL FOREST PRODUCTS: SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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