

CONSTRUCTION MANAGEMENT PERFORMANCE ENHANCEMENT THROUGH TQM CONCEPT BASED ON SWOT ANALYSIS

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Total Quality Management (TQM) is considered as one of the crucial issues developing, improving and competing management sectors. Nonetheless, the sector of construction industry is one of the major whose performance can be developed based on TQM philosophy. In the current research, the capability of TQM is examined in the field of construction based on the SWOT analysis in order to propose a powerful strategy that will improve the construction industry. In addition, the present study checks the strengths and weaknesses of the business as well as the opportunities and threats that face construction sector in the labor market. The study uses the literature review approach to obtain an initial overview of TQM requirements focusing on the construction sector and identifying the gaps which include external influences (opportunities and threats) and internal influences (strengths and weaknesses). From the identified 23 SWOT variables, the SWOT matrix was discovered to be based on the SWOT variables (prioritized) that have 4 quadrants which are ST strategy, WT strategy, SO strategy and WO strategy. With these, external and internal influences will be overcome in the construction sector and create a room for making both short and long term strategic plans.