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**Swot Analysis Of Gift University**

* **Strength:**

-Largest university in Gujranwala

-75% female ratio in university

-Only university offering internships within the campus and outside as well

-Connect students to international universities

- Safe Hostel life.

* **Weakness:**

-Limited classrooms and seating area for students.

-Small university infrastructure

-Doesn't accommodate with various expenses

-Illogical rules, regulations and punishments for university level students

* **Opportunities:**

-Fees concessions for students in need

-Experienced staff

-Scholarships for students

-IELTS training

* **Threats:**

-Negative repute.

-Competition with other institutions.

-Extremely overcrowded.

-High Fee values.