

## SWOT Analysis

## Garena Free Fire

Introduction  
Garena Free Fire is a popular mobile battle royale game known for its fast gameplay and compatibility with low-end devices, attracting millions of players worldwide.

## Strength:

Runs smoothly on most phones, has a massive player base, frequent updates, active esports scene, and diverse characters with customization options.

## Weakness:

Lower graphical quality than competitors, issues with hackers, and heavy reliance on in-game purchases.

## Opportunities:

Expansion in exports, cross-platform versions, brand collaborations, and heavy reliance on in-game purchases.

## Threats:

Strong competition from PUBG Mobile, and COD Mobile, risk of gov ban, market saturation, and cyber security challenges.

## Conclusion

The firm is accountable and community makes it a global success, but it must enhance quality, security and innovation to remain competitive.

Short term goal :- Trading / stock market

Measurable :-

Achievable :- It is easily achievable by practising through virtual trading (using demo account) and by gaining experience.

Relevant :- It is relevant and worth it as it generates second source of income.

Time bound :- 0 3 to 6 months.

Long term goal :- Data analyst

Measurable :-

Achievable :- Achievable by following academic program, completing projects, Internship etc.

Relevant :- This goal is relevant for my engineering field since I am pursuing FD-IITDA and it is relevant for the society as the world's data is collated by DA.

Time bound :- 4 years.

8/10/2025