

SWOT ANALYSIS OF ONE PLUS

STRENGTH

- Strong brand and community
- Innovative software
- Premium design
- Efficient online marketing

WEAKNESS

- Increasing price points
- Talent shortage
- Scaling challenges

Opportunities

- Product ecosystem expansion
- Market penetration
- Strategic partnership

Threats

- Intense competition
- Price sensitivity
- Economic slowdown
- Rapid technological changes

Short Term Goal

specific - my goal is to achieve clear, glowing skin, good weight, stay hydrated, eat healthy

measurable - to go from 40 to 50 kg.
drink 2 litre of water per day, eat vegetables, exercise, intake of proteins

achievable - yes my goal is achievable with constant intake of water, exercise, skin care

relevant - yes my goal is worth as it makes a huge impact on my personality, appearance, individuality. It boost my self confidence

time bound - I'll achieve it in 3 months

Long Term Goal

specific : my goal is to become a UPSC aspirant IFS officer

Measurable : after completing my engineering to get good coaching, study hard and opt for exam

Achievable - yes my goal is achievable if I give my 100% without looking back

Relevant - yes as my goal is worth it as I have already dreamt of becoming an officer.

Time bound - I have no idea how long it takes

~~Time bound~~