

(1)

Strength

- * Lack of (no) competition in multi axle bus industry
- * Brand value

Threat

- * Scan a

Weakness

- * Build quality
- * Cost cutting method
- * High demands, less supply

Opportunity

- * partnership with state transport corporation
- * Expanding highway infrastructure

~~Threats~~

(2)

Smart Criteria

Short term

- * Specific : 1st consistence
- * Measurable : Weekly one video
- * Achievable : Yes if planning content & managing to create it & managing time
- * Relevant : Collabs with travel operation B
- * Time bound : Maintain consistent video uploading for 3 month

Long term

- Specific : Getting placed in Good Company
- Measurable : 1 sem skill's
- Achievable : Yes it's achievable but requires much effort & consistency
- Relevant : It's worth it, satisfaction after getting placed in reputed ~~man~~ company
- Time bound : Nov 2025 to 2029 [By the end of engineering]

~~Signature~~
17/11/2025

* Coca Cola

Strength

- Good Brand Value & more brand's
- Good distribution
- Easy available
- Strong marketing advertisement

Weakness

- Health concerns
- Carbon used in it that harmful
- Water issue

* Threats

- * Many brand's competing like pepsi
- * Environmental & sustainability pressure

* Opportunities

- Making good health product
- Reducing Sugar level in beverage

~~17/10/2025~~