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Strength

- * Lack of competition in multi axel bus industry
- * Brand value

Weakness

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

Threat

- * Scania

Opportunity

- * Partnership with state transport corporation

- * Expanding highway infrastructure

~~Opportunities~~

(2)

Smart Criteria

Short term

- * Specific : It's consistence
- * Measurable : Weekly one video
- * Achievable : Yes if planning content & managing to create & 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 year 24 kill's

Achievable : Yes it's achievable but requires much effort & consistency

Relevant : It's worth it, satisfaction after getting placed in reputed company

Time bound : Nov 2025 to 2029 (By the end of engineering)

~~Author~~

* Coca Cola ~~regulating with health issues~~ in all
Strength

a) Good Brand Value & more brand's

b) Good distribution Due to own resources

c) Easy available ~~industries, business, government~~

& Strong marketing advertisement

~~Weaknesses~~ ~~in agriculture, business, environment, society, politics, culture, technology, etc.~~

a) Health concerns ~~Concerns about health issues~~

b) Carbon used in it that harmful

c) Water issue

* Threat's

* Many brand's competing like pepsi

* Environmental & sustainability pressure

* Opportunities

(i) Making good health product

(ii) Reducing Sugar level in beverage

~~17/10/2025~~