

# Deloitte.

## SWOT ANALYSIS

### Strengths

- Global brand reputation
- Diverse service portfolio (audit, consulting, tax)
- Strong digital AI capabilities

### Weaknesses

- High client dependency on corporations
- organization complexity
- Regulatory scrutiny (Audit conflicts)

### Opportunities

- ESG/sustainability consulting
- Emerging market expansion
- Tech partnerships (cloud, AI)

### Threats

- Competition PwC, EY, KPMG
- Cybersecurity risks
- Economic downturns

# META

## SWOT ANALYSIS

### Strengths

- Social media dominance (FB, IG, WhatsApp)
- Leading VR/AR tech (meta quest)
- Advance AI & user analytics

### Weaknesses

- Privacy/data misuse scandals
- Over reliance on ad revenue
- Public distrust (misinformation)

### Opportunities

- Metaverse ecosystem growth
- E-commerce integration (marketplace)
- AI-driven innovations

### Threats

- Competition (TikTok, Snapchat)
- Global regulations & fines
- Economic downturns

# OpenAI

## SWOT ANALYSIS

### Strengths

- AI research leadership
- Pioneering products (GPT-4, etc.)
  - Strong partnership (microsoft etc.)

### Weaknesses

- High compute cost
- Dependency on cloud providers
  - Ethical controversies

### Opportunities

- Enterprise AI solutions
- Global AI governance role
- Healthcare/ educational applications

### Threats

- Regulatory crackdowns
- Competition (Google, Meta)
  - Misuse leading to public distrust

# Netflix

## SWOT ANALYSIS

### Strengths

- Global streaming dominance
- Original content leadership
- Data-driven personalization

### Weaknesses

- High content production costs
- Dependency on licensed content
  - Regional competition (Disney+, Prime)

### Opportunities

- Emerging market growth
- Gaming/live streaming expansion
- strategic partnerships (telcos)

### Threats

- Subscription fatigue (price hikes)
- Regulatory content restrictions
- Password sharing crackdown backlash

# OYO

## SWOT ANALYSIS

### Strengths

- Brand recognition
- Affordable pricing
- Tech driven platform

### Weaknesses

- Inconsistent service quality
- High partner dependency
- Franchise disputes

### Opportunities

- Tier 3 city expansion
- Global partnerships
- Diversification

### Threats

- Competition (MakeMyTrip, etc.)
- Regulatory scrutiny
- Economic Downturns

# SNITCH

## SWOT ANALYSIS

### Strengths

- Trend focused design
- strong social media +nce
- Loyal Gen-Z audience

### Weaknesses

- High production cost
- Limited physical stores
- Seasonal demand dependency

### Opportunities

- Global market expansion
- influencer collaboration
- Substantial product lines

### Threats

- Fast fashion competition
- Economic downturns
- copycat brands

# ZEPTO

## SWOT ANALYSIS

### Strengths

- 10 minute delivery
- Advance tech use
- Urban Dominance

### Weaknesses

- high operation cost
- unlimited product range
- 3rd party reliance

### Opportunities

- Expand to new cities
- Brand partnership
- Subscription models

### Threats

- Rivals (Blinkit, etc.)
- Regulatory hurdles
- Economic downturns



# Lenskart

## SWOT ANALYSIS

### Strengths

- Omnichannel dominance (online+offline)
- Affordable pricing and frequent discounts
- Tech-driven

### Weaknesses

- High logistics cost for fragile products
- Limited premium brand perception
- Dependence on 3rd party suppliers

### Opportunities

- Tier 2/3 city expansion
- premium eyewear partnerships
- Global market entry

### Threats

- Competition (Titan Eye+, Specs-makers)
- Regulatory scrutiny (Healthclaims)
- Counterfeit products.



# IBM

## SWOT ANALYSIS

### Strengths

- Strong enterprise client base
- Hybrid cloud leadership
- AI/quantum computing innovation

### Weaknesses

- Lagging cloud growth vs rivals
- Reliance on legacy system
- High operational cost

### Opportunities

- Enterprise digital transformation demand
- commercializing AI/quantum tech
- Cross industry partnerships

### Threats

- Cloud competition (AWS,Azure)
- Cybersecurity risks
- Economic downturns