1. **SRS Document**

It is a Software requirements specification document that describes what the software will do and how it will be expected to perform. An SRS describes the functionality the product needs to fulfill all stakeholders needs.

A typical SRS includes a purpose , an overall description and specific requirements. It defines how the software will interact when embedded in hardware or when connected to other software. A software requirements specification is the basis for your entire project. It lays the framework that every team involved in development will follow. It’s used to provide critical information to multiple teams – development , quality assurance , operations and maintenance. This keeps everyone on the same page.

SRS document helps to ensure requirements are fulfilled and it can also help you make decisions about your product’s lifecycle. It also minimize overall development time and costs.

There are following steps included in writing SRS document.

1. Introduction – Purpose, Intended Audience , Intended use , Scope , Definitions
2. Overall Description – User needs , Assumptions and Dependencies
3. System features and Requirements – Functional Requirements , External Interface Requirements, System features and Non functional requirements
4. **SWOT analysis of a Product**

Starbucks Coffee’s SWOT Analysis

**Strength**

1. Strong brand image worldwide

2. Strong financial performance due to chain of stores

3. Strong hold in global beverage retail economy

4. Strong People Management industry which makes Happy workplace for employees

5. Quality of coffee is same in any retail stores worldwide

**Weakness**

1. Pricy – Less affordable

2. Less food and beverages options

3. Unique and pricy coffee beans making the coffee pricy compared to others

4. Heavily dependent on coffee lovers and less for other people to encourage them to come to the store as not more options for food and savories

5. Recalling of lot of products

**Opportunities**

1. Introducing new products

2. Partnership with other firms

3. Global Expansion

4. Diversify in other retail markets

5. Decrease the prices to be up and competitive in the other retail market

**Threats**

1. Tough competition with other retailers who sell coffee and other products at low affordable cost

2. High Price of the products not attracting more people

3. Global supply chain management

4. Economic downtrends

5. Legal threats in form of trademark issues

6. Competition with other big retailers