***System analysis Course work***

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***QN. Pick any company that you know and give us the S.W.O.T analysis of the company.***

***JUMAI.***

*The S.W.O.T analysis of Jumia is presented in the figure below.*

1. *Strength.*

* *Clear and updated website.*

*One of Jumia major strength is that their website is easy to use and it’s friendly. The products they offer for sale has been categorized for easy identification.*

*Customers has the option to search for any kind of items he/she needed using the search bottom. On top of this, they keep updating their website with the products they have in stock and offer for sale.*

* *Mobile app.*

*In order to improve customer shopping experience on their platform, Jumia has come up with a user-friendly mobile apps which is supported by the Android.*

*This has improved customer satisfaction with regards to buying on their website.*

* ***Newsletter subscription offer.***

*Monthly Jumia send newsletter to their customers who have subscribed to it.by doing so the customers get to learn more about the company operations and also gets to know more about the trends and new products in the platform.*

* ***Customer service.***

*The company has an active customer service telephone numbers and emails where customers can lodge any complaints, improvements and suggestions. Even they can use using the platform.*

1. ***Weakness.***

* ***Low quality products.***

*Sometimes customers who shop on Jumia had complained about the quality of products they received.*

*That some of the items are of low quality.*

* ***High prices products.***

*others products are expensive compared to other source.*

*There are times where by it takes long for the customer to receive a feed back when they send a message to them via social media channel.*

* ***Unable to operate in all parts of Africa.***

*Major weakness of Jumia is poor logistics problem. Even though there has been a signification improvement, the company is unable to deliver products to many parts of Africa which they operate.*

1. ***Opportunity.***

* ***The need to expand to other countries***

*Although customers in other countries in which Jumia does not operate can buy products from their website and have it delivered to them, it is very expensive because of high shipping cost. By expanding to many countries, customers shopping experience in such countries would improve. Like Amazon gift card, when Jumia introduces a gift card or similar kind would bring about a massive improvement in their operations.*

1. ***Threats.***

* ***Low trust in e-commerce.***

*Some buyers in recent times prefer to see a product before they buy or pay for it. As a result of this, buyers in some cases resort to domestic stores or companies to buy their products from the reason of being scammed or receiving a low-quality product.*