



**I look at building business as  
a creative process that I enjoy.**

**Chad Hurley**

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## **SWOT Analysis**

SWOT analysis stands for Strength, Weakness, Opportunities, and Threats. SWOT analysis helps us to understand the advantages/merits/pros and disadvantages/demerits/cons of any organization. SWOT analysis is the best approach for strategic planning. In this scenario, we are going to design a SWOT analysis of GIFT University. The key components of SWOT analysis for GIFT University are discussed below.

### **1. Strengths**

- 1.1 At GIFT University all faculty staff is on a mission to provide quality education and totally focus on the success of their students.
- 1.2 GIFT University offers a wide range of academic programs for the continuous growth of the people of this region.
- 1.3 GIFT University provides the best environment for the vibrant student body and community.
- 1.4 GIFT University has a strong network with various institutions and collaboration with a lot of reputed international universities. It's very beneficial for that students who are willing to pursue their education in foreign universities.
- 1.5 A strong bond between all the management staff and faculty staff.
- 1.6 Offer a lot of scholarships the needy students.

### **2. Weaknesses**

- 2.1 The number of enrollment decreases due to tough completion between other competitors.
- 2.2 The actual results of the students are lower than the expected success results in terms of student learning and completion.
- 2.3 Lack of planning and communication the strategy for the semester calendar.
- 2.4 Lack of communication between management staff and faculty staff.
- 2.5 There is a large communication gap between faculty members and students for a better understanding of the concepts.
- 2.6 Surviving in a small campus building is very difficult for the huge number of

students.

2.7 Inadequate facilities, resources, and practical equipment for the students.

2.8 Shortage of recruitment and retention of quality staff.

2.9 High per semester fees as compared to the other institutions.

### **3. Opportunities**

3.1 Growth of the public interests in terms of educational value and pricing of the transport.

3.2 Signing MOU with reputed market industries for the development of the institution.

3.3 Expanding the building place for increasing the number of enrollments.

3.4 Offer new academic programs for engaging many students to start their education careers here.

3.5 Expanding partnerships and engaging the other industrial community.

3.6 Outside the city is the best place for education purposes.

3.7 Opportunities for the students to grab the abroad scholarships for further education.

### **4. Threats**

4.1 Start online classes for the students to continue the educational activities.

4.2 Objection from the higher education commission to close the institutes due to this and that reason.

4.3 Decreased the number of enrollments because students do not meet their financial needs.

4.4 Someone start another institute near the campus. The campus is not fulfilling the criteria of Higher Education.

4.5 Delays in issuing the degrees and transcripts of the students.

## 5. PICTURIAL REPRESENTATION

GIFT University

# SWOT ANALYSIS

<b><i>Strengths</i></b>	<b><i>Weaknesses</i></b>	<b><i>Opportunities</i></b>	<b><i>Threats</i></b>
<ul style="list-style-type: none"><li>• Quality Education</li><li>• Offer Wide Range of Academic Programs .</li><li>• Strong network and collaboration with other instituions</li><li>• Strong Communication bond between faculty and staff</li><li>• Offer a lot of Scholarships</li></ul>	<ul style="list-style-type: none"><li>• Decreases the number of enrollements.</li><li>• Lower Actual results</li><li>• Lack in planing and communication</li><li>• Communication Gape between in faculty and staff</li><li>• Small Campus building</li></ul>	<ul style="list-style-type: none"><li>• Growth of the public intristes</li><li>• Signing MOU with different market industries</li><li>• Government is supporting the offline economy.</li><li>• Offer new academic programs</li><li>• Expanding Partnerships</li></ul>	<ul style="list-style-type: none"><li>• Start online classes</li><li>• Objection from higher education</li><li>• Decreased the number of enrollements</li><li>• Start competition with other instituion</li><li>• Delays in degrees</li></ul>