**Group Member**

**Muhammad Hamdan (181400017)**

**Muhammad Ahsan Illyas (181400057)**

**Swot Analysis**

**Strength**

* Gift University people and their shared focus on student success.
* Gift University diverse and vibrant student body and campus community.
* Gift University have strong and established partnerships within our community.
* In Gift University wide range of academic programs, many with national accreditation.
* Gift University students that defines our shared educational values.

**Weakness**

* Gift University has organizational silos that make us slow to respond to internal needs and external opportunities.
* In Gift University lower than expected student success outcomes, including student learning, retention and completion.
* Gift university always late functions and other activities according to schedule.
* In Gift University Inadequate resources for facilities, equipment and recruitment and retention of quality staff.
* Gift University have lack of a brand and strategic marketing and communications strategy.

**Threats**

* Gift University has regional and online competition for students.
* In Gift university higher education's current role in society is less valued while expectations are rising.
* Gift University stagnant state investment in higher education.
* In Gift university decreased family buying power and high rate of unmet financial need.

**Opportunities**

1. Gift university growing public interest in educational value and transparent pricing.
2. Gift university expanding non-traditional market, including baccalaureate completion in the Twin Cities.
3. Gift university expanding partnerships and engagement opportunities within our communities
4. Gift university location on the main city and anyone reach easily.

**END!**