BCVS

SWOT Analysis
- Internal Factors
  - Strength
  - Weakness
- External Factors
  - Opportunity
  - Threats

SWOT
- Strength
- Weakness
- Opportunity
- Threats

TOWS
- Threats
- Opportunity
- Weakness
- Strength

HOW to conduct SWOT?
- Strategy to analyze
- Create a table
- Label
- Add factors

Swot Analysis Of Amul
- Strength — High market shares — Excellent Quality Management
- Weakness — Cost Of Operation — Choclates
- Opportunity — Export — Concentrate more On Choclate
- Threats — Competition

TOWS Analysis Of Nursery
- Strength — Quality — Saleable Plants — Experiencence
- Weakness — Lack Of Funding — No Reputation yet
- Opportunity — Customer Loyalty — Growing Market
- Threats — Weather — Pests
- Strength Opportunity — Experience — Consistent Quality
- Weakness Opportunity — Advantage of growing market
- Strength Threat — Consistent quality — Reduce Competition
- Weakness Threat — Avoid Adverse impact of wheather and pests