**SWOT Analysis**

***Introduction***

SWOT analysis is a framework for identifying and analyzing an organization's **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. The primary goal of SWOT analysis is to aid organizations in increasing awareness of the factors in making a business decision. SWOT accomplishes this by analyzing the internal and external factors that can impact the viability of a decision. SWOT analysis is most commonly used by business entities, but it is also used by non-profit organizations and, to a lesser degree, individuals for personal assessment. Additionally, it can be used to assess initiatives, products, or projects.

A SWOT analysis generally requires decision-makers to first specify the objective they hope to achieve for the business, organization, initiative or individual. From there, the decision-makers list the strengths and weaknesses as well as opportunities and threats. Various tools exist to guide decision-makers through the process, often using a series of questions under each of the four elements. For example, decision-makers may be guided through questions such as "What do you do better than anyone else?" and "What advantages do you have?" to identify strengths; they may be asked "Where do you need improvement?" to identify weaknesses. Similarly, they'd run through questions such as "What market trends could increase sales?" and "Where do your competitors have market advantages?" to identify opportunities and threats.

**SWOT Analysis of Dabur India Ltd**

**Diagram

Description automatically generated**

***Strengths***

***History and Products:*** Dabur is among the oldest company established over 100 years ago, it was founded in 1884.Dabur India is the fourth largest FMCG firm with US$ 910 million in revenue and It is present in approximately 60 countries worldwide. Dabur is the world’s biggest supplier of Ayurvedic Medicine. Categories of Dabur products include health care, personal care , food, home care, consumer health.

***Distribution and Reach:*** In almost every state, Dabur has a large number of dealers, backed by a strong distribution network that ensures that its goods are readily accessible to a large number of consumers in a timely way.

***Cost structure:*** The low-cost structure of Dabur allows it to manufacture at a low cost and to sell its goods at a low price, making it affordable to its customers.

***Dealer Community:*** Dabur has a good partnership with its dealers which not only supplies them but also focuses on promoting the products and training of the company.

***Financial position:*** Dabur has a solid financial position with consecutive earnings over the last 5 years, along with accumulated income reserves that can be used to fund potential capital spending.

***Product Portfolio:*** Dabur has a broad selection of products where it sells products in a wide variety of categories. It has a range of exclusive product deals which competitors don’t have.

***Weaknesses***

***Indian customs:*** The Indian customs are very different from the Western world where fruit juice is drunk during breakfast. Fruit juice here is something given to tourists, or rarely drank. That reduced purchase frequency**.**

***Cost:*** Real Fruit Juice is expensive compared to aerated beverages such as Pepsi or Coca-Cola, and thus may not be preferred by all consumers. Another problem here is that such drinks aren’t viewed as choices for value for money.

***Image:*** Dabur has always been associated with the pharmaceutical and medical industries, making it difficult for them to take up the picture of a business selling fruit juice compared to their rivals such as Tropicana or Coca-Cola, who had established their presence on the juice market.

***Research and Development:*** While Dabur is investing more than the industry’s average expenditure on research and development, it is investing much less than a few market leaders who have had a major advantage as a result of their revolutionary goods.

***Workforce diversification:*** Dabur ‘s workforce is concentrated mainly with white employees, with small numbers of staff from other ethnic backgrounds. Lack of diversification makes transition at the workplace challenging for workers from various ethnic backgrounds, leading to a loss of talent.

***Opportunities***

***Favourable climate in India:*** Domestic businesses have a lot to gain in terms of government funding with the government promoting “Make in India” In addition, the food processing industry is given several concessions.

Growing earning power for women has made them independent and made them more health-conscious and attractive – a segment in which Dabur also seeks to capitalize on its products.

Dabur is the largest Ayurvedic medicine in the world and its export volumes are constantly in demand in the foreign market. In the last 2–3 years, Ayurveda as a area has gained much more attention all over the world. So Dabur has an immense opportunity to capitalize on investor sentiments.

***E-commerce:*** The e-commerce industry has undergone a new phenomenon and a increase in revenue. That means a lot of people are making online transactions now. Dabur can gain money by opening and making purchases through these online stores.

***High market potential for packaged drinks in India:*** the packaged drinks industry has a market size of about 100 crores of INR and is projected to rise at about 18 percent per year. For an Indian business like Dabur this is a big opportunity.

***Threats***

***Low entry barriers:*** There are minimal to no entry barriers in the fruit drinks market and there is competition in all forms and shapes. Even small to medium-sized enterprises are setting up local production units which make fruit juices.

***Competition:*** Minute Maid, Onjus, Coca-Cola, Pepsi, Mirinda, Slice, Maaza, Frooti, and Tropicana are among Dabur Real’s main competitors.

Companies Producing Ayurvedic Medicines and Allopathic medicines are the major threats to Dabur.

Many Ayurvedic medicines contain more lead and ferric material, which can often lead to reverse side effects when taken for a longer period of time.