

**Assignment: SWOT Analysis of the Company**

**Description**

The apprentice is required to make a SWOT analysis of the company they are working with. They need to identify the strengths, weaknesses, opportunities and threats of their respective companies and put them into the template given below. The template is a quadrant which involves areas such as Strength, Weakness, Opportunity and Threat. The apprentice needs to fill the answers to the questions mentioned below in the respective areas.

**Elements**

**Strengths**

● What does the company do well?

● What internal resources does the company have?

● What advantages do they have over their competition?

● What other positive aspects offer them a competitive advantage?

● What assets does the company have, such as knowledge, education, network, skills, and reputation?

● What physical assets does the company have, such as customers, equipment, technology, cash, and patents?

**Weaknesses**

● What factors that are within your control detract from your ability to obtain or maintain a competitive edge?

● What areas need improvement to accomplish your objectives or compete with your strongest competitor?

● What does your business lack (for example, expertise or access to skills or technology)? ● Does your business have limited resources?

● Is your business in a poor location?

● Are there things that your business needs to be competitive?

● What business processes need improvement?

● Are there gaps on your team?

● Is your location ideal for your success?

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**Opportunities**

● What opportunities exist in your market or the environment that you can benefit from? ● Is the perception of your business positive?

● Has there been recent market growth or have there been other changes in the market that create an opportunity?

● Is the opportunity ongoing, or is there just a window for it? In other words, how critical is your timing?

● Is your market growing and are there trends that will encourage people to buy more of what you are selling?

● Are there upcoming events that your company may be able to take advantage of to grow the business?

**Threats**

● Who are your existing or potential competitors?

● What factors beyond your control could place your business at risk?

● Do you have potential competitors who may enter your market?

● Will suppliers always be able to supply the raw materials you need at the prices you need?

● Could future developments in technology change how you do business?

● Is consumer behavior changing in a way that could negatively impact your business? ● Are there market trends that could become a threat?

\*Note: Fill the template according to these questions

**Learning Outcome**

● Understanding the company in depth

● Observing the challenges and consequences the organisation is facing

● Strategizing the future trends of the organisation

**Deadline - The assignment should be submitted by 25th May 2022.**

\*Note: Please find the template below

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|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Fastest and secure services. * Can deliver among 440+ cities and 27000+ pincodes. * Charges for the delivery is low and affordable when compared to other logistic platforms * High priced products are allowed to pickup for a delivery where as other companies has a certain price limit * Collaboration with top logistic platforms is an asset and company's website interface is easy to understand the mentioned options * Having 50000+ satisfied customers is an important physical asset for the company | * Company's social media platform followers are low and by advertising about the company may help. * Delivery is limited within the country * Company have to make its own deliveries slowly and develop instead of tie-in up with other Logistic platforms * Recording feedback from the customers and taking actions should improve our service according to their queries as possible * Thane is one of the finest cities in India and the company's location implies success   . |
| Opportunities   * Delivery through transports may cost higher than of delivery companies * Delivery at lower price is a positive perception * Delivery services had been increased post lockdown * By providing better and guaranteed services post corona, business is more * Deliveries are increasing day to day which leads to the essential use of them * Can't specify the upcoming events which increases the advantage for the growth of the company | Threats   * All the top logistic platforms in India are the potential competitors * Situations like a pandemic that is Corona, which pulls the business at risk * Supplies for packing a product may not be available at a stable price * Adapting the technologies according to the trends may help * A minor fault since packing to delivery may affect the business * A better or an unique service by other firm may become a threat |

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