



BUSINESS ANALYSIS

Task 03



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Instructions

1. Enhance your online presence by updating your LinkedIn profile.
1. For successful completion of the internship, complete one level (Level 1, 2, or 3) of the Web Development internship at your own pace.
2. Keep your tasks organized in a separate GitHub repository named "DEP" and share the link in the task submission form.
3. Utilize online resources like Google Search, tutorials, and videos to assist you in completing the tasks.

Task 03 - Creating a SWOT Analysis Template

1. Objective: Select any company and then do the Market Research on it and develop the basic SWOT analysis template on the findings

2. Key Steps:

- Research and understand the SWOT analysis framework.
- Create a simple table or template with columns for:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Include brief instructions or examples for each section.
- Format the template for easy use and readability

Solution

Conducting market research on **Daraz**, Pakistan's largest online shopping platform, and develop a SWOT analysis template based on the findings.

Understanding the SWOT Analysis Framework:

Daraz operates in the e-commerce space, offering a wide range of products, from electronics to fashion. Conducting a SWOT analysis will help evaluate its internal strengths and weaknesses and identify external opportunities and threats in the Pakistani market.

SWOT Analysis Template for Daraz

SWOT	Definition	Observations
Strengths	Internal capabilities, resources, or factors that give the company a competitive advantage.	<ul style="list-style-type: none">• Largest e-commerce platform in Pakistan• Strong backing from Alibaba Group• Extensive logistics network (Daraz Express)• Diverse product portfolio
Weaknesses	Internal limitations or deficiencies that may hinder business performance or growth.	<ul style="list-style-type: none">• Limited focus on rural markets• Quality control issues with third-party sellers• Customer service complaints regarding returns and refunds
Opportunities	External trends, markets, or factors the company can exploit for growth or competitive advantage.	<ul style="list-style-type: none">• Rising internet penetration and smartphone adoption in Pakistan• Potential for expansion into untapped rural markets• Growth in mobile payments and fintech collaboration (e.g., Easypaisa, JazzCash)
Threats	External factors or challenges that could harm the company's business or market position.	<ul style="list-style-type: none">• Increasing competition from local startups and global platforms like Amazon• Fluctuating economic conditions (inflation, devaluation of currency)• Government regulations and taxes on e-commerce

Strengths:

Focus on Daraz's strong points, like its wide range of product categories, established brand name, and efficient logistics support through Daraz Express.

Weaknesses:

Highlight internal challenges such as inconsistent product quality from sellers, delivery delays in remote areas, and customer service issues regarding complaints and returns.

Opportunities:

Emphasize external trends like increasing internet usage in Pakistan, the rise of mobile payments, and the untapped potential in rural areas.

Threats:

Identify potential challenges such as economic instability, increasing competition from both local startups and international giants, and regulatory risks in the e-commerce sector.

Template Formatting for Easy Use and Readability:

1. Clear Sections:

Use bold headings for each SWOT section with space underneath for detailed information. Consider using bullet points for clarity.

2. Simple and Clean Layout:

- The template should be easily readable with minimal distractions.
- A color-coded system could enhance usability (e.g., green for strengths, red for threats).

SWOT	Daraz
Strengths	Largest e-commerce platform in Pakistan Backing from Alibaba Group providing financial and technological support Efficient logistics with Daraz Express Large user base and a diverse range of products
Weaknesses	Challenges in scaling to rural areas Issues with third-party seller quality control Long lead times for refunds and exchanges
Opportunities	Increasing internet and smartphone penetration Potential for rural expansion Growth in digital payments and partnerships with fintech companies
Threats	Competition from global giants like Amazon entering the market Economic instability affecting purchasing power Changes in government taxation policies on e-commerce