**SWOT Analysis**

Name: Qiting Wang

Company: Zoom Video Communications Inc.

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| **Strengths**  **Zoom benefits from a globally recognized brand and a highly scalable video communication infrastructure that gained widespread adoption during the COVID-19 pandemic.**  **The company demonstrates strong product adaptability by expanding beyond video calls into integrated communication services such as Zoom Phone and Zoom Rooms.**  **It maintains a solid user base across both enterprise and individual markets, enabling a diverse revenue stream that supports continued innovation.** | **Weaknesses**  **Zoom relies heavily on a single core service—video conferencing—which limits its resilience against market saturation and competition.**  **The company has faced criticism regarding data privacy and end-to-end encryption, undermining trust among enterprise and government users.**  **Zoom has had trouble differentiating itself in a crowded communication tools market, particularly with competitors offering bundled solutions like Microsoft Teams.** |
| **Opportunities**  **Zoom can leverage artificial intelligence to introduce smart meeting features such as real-time transcription, summarization, and action item generation.**  **There is potential to expand its footprint in hybrid workplace solutions by integrating its platform with scheduling, collaboration, and project management tools.**  **The growing demand for virtual events and webinars across sectors like education, healthcare, and enterprise training creates new revenue opportunities.** | **Threats**  **Zoom is entering a highly competitive market dominated by established players offering broader ecosystem solutions, which makes sustained market share growth more challenging.**  **There is a technical risk associated with integrating advanced AI functionalities without compromising platform speed, reliability, or security.**  **Zoom remains vulnerable to data privacy and cybersecurity risks, especially as it scales services that handle sensitive enterprise communications globally.** |