

1) Maslow's Hierarchy of needs is a theory of psychology explaining human motivation based on the pursuit of different levels of needs.

→ It comprises of five-tier model of human needs, often depicted as hierarchical levels with a pyramid.

→ Needs lower down in the hierarchy and must be satisfied before individuals can attend to needs higher up.

⇒ The five main levels to Maslow's hierarchy of needs are :-

1) Physiological needs

→ Physiological needs are the lowest level of Maslow's hierarchy of needs.

→ They are the most essential things a person need to survive.

→ They comprise the needs need for shelter, food, water, warmth, rest, and health.

→ A person's motivation at this level derives from their innate instinct to survive.

ii) Safety needs

- The second level of ~~this~~ Maslow's hierarchy of needs consists of safety needs.
- Safety or security needs relate to a person's need to feel safe and secure in their life and surroundings.
- Motivation comes from the need for law, order, and protection from unpredictable and dangerous conditions.
- For example, emotional security, law and order, financial security, freedom from fear etc.

iii) Love and Belongingness needs

- After physiological and safety needs are fulfilled the third level of human needs is social and involves feelings of belongingness.
- This level of the hierarchy contains the need for friendship, intimacy, family and love.
- ~~Example,~~

iv) Esteem needs

- The fourth level of the hierarchy is esteem needs.
- Esteem needs are related to a person's ^{need} ~~need~~ to gain recognition, status, and feel respected.
- Once someone has fulfilled their love and belonging needs, they seek to fulfill their esteem needs.

- These are categorized into two parts:
 - (i) esteem for oneself
 - (ii) the desire for reputation and input from others.

v) Self-actualization needs

- These are the highest level in Maslow's hierarchy, and refer to the realization of a person's potential, self fulfillment, seeking personal growth and peak experiences
- Maslow denotes the level as the desire to accomplish everything that one can, to become the best that one can be

- 3] → A SWOT (Strength, weakness, opportunity, threat.) analysis helps organisation to develop a full awareness of all the factors involved in making a business decision
- A SWOT analysis should be performed before committing to any new initiatives like reorganising company policies, launching a new product, etc that would give a better understanding for the change the initiative would bring.

⇒ Here, strength (S) and weakness (W) are the internal factors of a company whereas opportunity (O) and threat (T) are external factors.

→ For example, a construction firm.

Strengths

- i) The company has experienced as well as young employees. So there is a scope of innovative ideas.

Weakness

- i) There have not been enough projects for the company to market themselves.

Opportunities

- They could make some innovative structure and market their innovative ideas.

Threats

- There are a lot of big players in construction. So, most of the developers prefer them.