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3. SWOT stands for Strength, Weaknesses, Opportunities & Threats. So, SWOT Analysis is a technique Strategic planning technique used to help a person or ~~an~~ organization to identify their Strengths, weaknesses, opportunities & threats related to business or project planning.

Strengths: describes what an organization excels and what distinguishes them ~~for~~ from other competitors.

Example: Indigo Airlines strength were noted such as they are good promoters, have good advertising & marketing strategies.

Weaknesses: describes what an organization is lacking at, areas the business needs to be improved etc.

Example: Weakness of Indigo Airlines were they had limited market share growth and were not internationally established.



Opportunities: ~~refers~~ refers to favorable external factors that could give an organization a competitive advantage.

Example: Opening up of International routes can boost business of Indigo. Also it is a great Market for LCC

Threats:

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Example: ~~Weakness~~ Threats for Indigo are Increasing Competition, Rising fuel costs etc.



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1. Maslow's Hierarchy of Needs is a theory of psychology explaining human motivation based on the pursuit of different level of needs. The theory states that humans are motivated to fulfill their need in a ~~se~~ hierarchical order. It comprises of 5-tier model of human needs. &

(i) Physiological Needs: They are the lowest level of Maslow's hierarchy of needs. They are most essential things a person needs to survive. This includes the need for shelter, water, food, warmth etc.

(ii) Safety Needs: ~~the~~ Once an individual's physiological needs are satisfied, the needs for security & safety become salient, relate to a person's need to feel safe & secure in their life & surrounding.

(iii) Love & Belonging Needs: This level of hierarchy attains needs for friendship, family & love. Humans are social creatures that ~~ex~~ crave interaction with others, when deprived of these needs, individuals may experience loneliness or depression.



(iv) Esteem Needs: Esteem needs are related to a person's need to gain recognition, status & feel respected. Once someone has fulfilled their love & belonging needs, they seek to fulfill their esteem needs.

(v) Self-Actualization Need: Relates to the ~~real~~ realization of an individual's full potential, self-fulfillment, seeking personal growth & peak experiences.

