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### Part-B

3) SWOT analysis is stands for Strengths Weakness Opportunities and Threats  
→ A SWOT analysis is powerful tool to help you develop your business strategy whether you are building startup or guiding company.

→ Steps for conducting SWOT analysis

- 1) Determine the Object
- 2) Create Table
- 3) Label each square box
- 4) Complete the exercise
- 5) Conclusion

⇒ There are 4 internal factor in SWOT

⇒ 1) Strength:- In this ~~we have~~ ~~positive~~ we have to write positive attribute.

→ Internal to organization attribute

→ Within your control attribute

⇒ 2) Weakness:- In this we have to write what need improvement

→ What resources do we lack

→ What is your disadvantages

⇒ 3) Opportunities:- In this step we have to represent what market opportunities are present

→ ~~External~~ External attractive factors

→ ~~Growing market~~ Represent reason for your business

⇒ 4) Threats:- In this what threats can damage the business

→ External factors beyond your control

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Example:- Increase sale ~~of~~ of 'Nursery

### Internal factors

#### Strength

1) consistent Quality

2) Experience

3) Affordable and salable  
Plants

#### Weakness

1) Lack of funds

2) No market reputation

#### Opportunities

1) Loyalty ~~for~~

2) Growing market

#### Threats

1) Weather

2) ~~and~~ Insects

3) Pest



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Set-2

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2) Diversity in the workplace refers to an organization that intentionally employs workforce comprised of individuals of ~~various~~ varying gender, religion, race, age, ethnicity, sexual orientation, education and other attributes.

→ Advantages :- 1) Global level competition

2) Increase the number of job opportunities

3) Company have access to more talent

4) Employee more chances to train workers and teams

5) It create more revenue opportunities

6) It exposes societal bias.

→ Disadvantages :-

1) It create too many opinion in workplace

2) In the workspace amount of trust can be lessen because of diversity

3) Some team become hostile during increasing diversity.

4) It creates communication problem in the workplace.