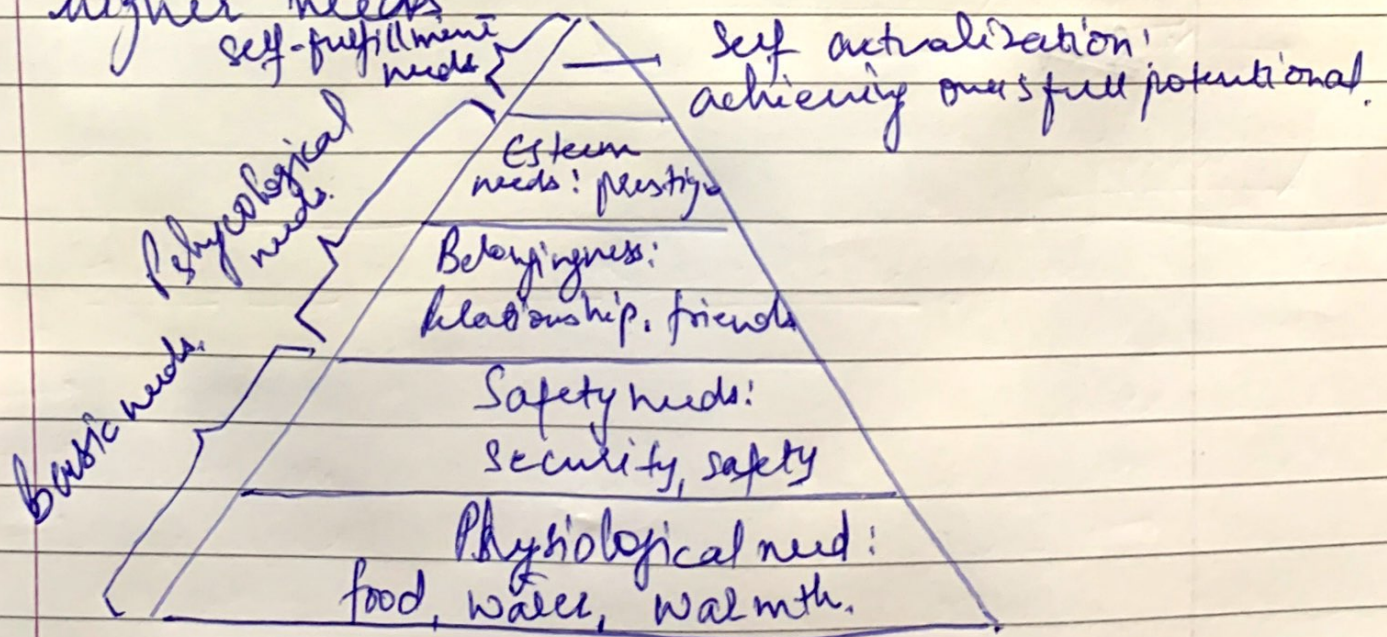


[SECTION-B]

1. Maslow's hierarchy of needs is a motivational theory comprising of five tier model of human needs, often depicted as hierarchical levels within pyramid. Needs lower in the pyramid must be satisfied before individuals can attend to higher needs.



3. SWOT Analysis:

SWOT means, strength, weakness, opportunities & threats.

Strength & weakness are internal factors - things which we can do or change. Ex. you can decide who

is in your team. Whereas, opportunities & threats are external factor things that work outside your company. They can be harmful too if not taken care off. Ex. competition, customer happiness.

This helps organise all the four aspects into an list and makes it easier for a company to work on it.

SWOT Analysis of Amazon:

Strength.

Market leader
Customer-Oriented.
Large no. of third party sellers.

Weakness.

Employee strike
Product's flop and failures.
Only imitable model.
Quality

Opportunities

Pandemic
Podcasts
Food industry
House takeovers

Threats

Cont. regulations
Increasing competition like
Walmart.
Cybercrimes