

STUDENT'S NAME <u>Shreya Shetty</u>		TOTAL MARKS OBTAINED
CLASS <u>Btech CBS</u>	SUBJECT <u>BCVS - III</u>	
ROLL NO. <u>A033</u>	DATE <u>13/02/2021</u>	
70362019057		

Q3. A SWOT analysis is meant to encourage a practical fact based, data driven look at an enterprise, its strategies or an industry's strengths and weaknesses by eliminating pre conceived beliefs or grey fields and instead relying on real life contexts, the organisation has to keep the research correct. It should be seen by business as a reference and not simply as a prescription.

SWOT Analysis is the methodology for strategic planning that offers method of measurement.

The recognition of key capabilities (strength) weakness, opportunities and threats leads to a fact base research, new insights and fresh ideas.

SWOT ANALYSIS FOR PATANJALI

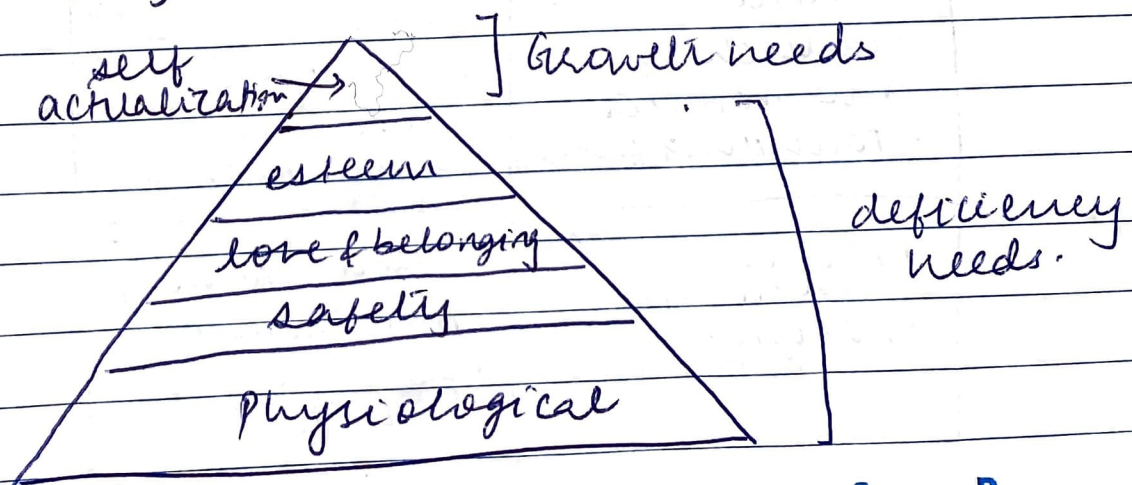
<ul style="list-style-type: none"> • Herbal • Launching new products • Founding father 	S	<ul style="list-style-type: none"> • Lower margins • for distributors • dependency on Baba Ramdev 	W
<ul style="list-style-type: none"> • Rural expansion • Natural products 	O	<ul style="list-style-type: none"> • Negative publicity • Poor harvest • political controversies 	T

The methodology will direct organizations into tactics that are more likely to be successful by using the internal and external data.

They may also be driven by objective SWOT analysis experts, investors or competitors on whether a company, product line or industry could be good or poor and why.

Q1. Maslow's hierarchy of needs is a motivational philosophy, represented by a five tier human ~~need~~ needs model also represented inside a pyramid as hierarchical tiers. Needs lower down in the hierarchy must be fulfilled before people can be tackled before needs higher up the criteria are:

physiological, safety, love and belonging, esteem and self actualization



§ PHYSIOLOGICAL NEEDS (LEVEL 1)

The lowest level in Maslow's hierarchy of needs is physiological needs. They are the most important things to live like a person needs. The need for shelter, water, food, warmth, rest and well-being are included. The inspiration of an individual at this stage comes from their instinct to live.

SAFETY NEEDS (LEVEL 2)

The second level consists of safety needs which are directly linked to the need for a person to feel protected and comfortable in their surroundings. The motivation comes from need of law, order and security for unpredictable situations.

LOVE & BELONGING NEEDS (LEVEL 3)

Humans are the creature of society that crave contact with others. The need of fellowship, family and affection is outlined by this hierarchy. When deprived of this individuals may feel alienated or depressed.

ESTEEM NEEDS (LEVEL 4)

Esteem needs are the fourth level of Maslow's needs hierarchy. The criteria

are linked to the need for an individual to obtain acceptance, status and feel valued. Once someone has fulfilled the third level they strive for esteem needs.

SELF ACTUALIZATION NEEDS (LEVEL 5)

Self actualization requirements are the fifth and final level of Maslow's hierarchy of needs. It refers to recognition of the true potential of an entity. At this stage individuals aspire to become the best they can possibly be.