

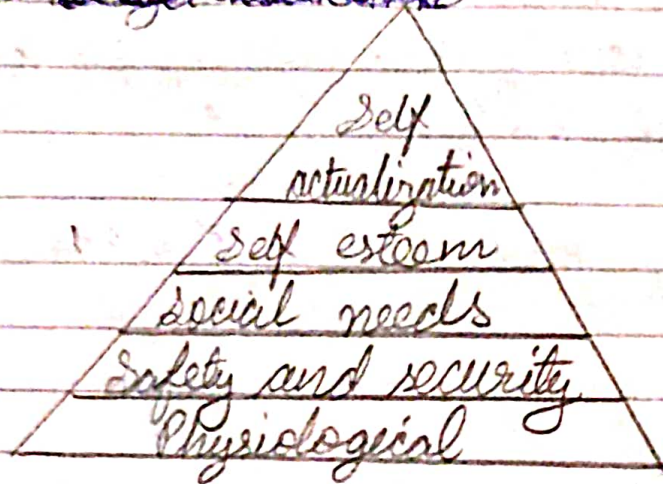
BCVS MT-1

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~~Business Design and Com~~



Physiological needs: These are basic requirements for survival. E.g: air, food, water, shelter, clothing.

Safety and security needs - Example: security, order, law.

Love and belongingness - It involves desire for relationships and being a part of a group. eg: friendship, receiving and giving affection and love.

Esteem needs - It involves need to gain recognition, status, feel respected. This comes after love and belongingness.

Self-actualization - It includes realizing potential of yourself, personal growth.

- 3) SWOT stands for strengths, weaknesses, opportunities, threats.
Strengths and weaknesses are internal factors of an organization whereas opportunities and threats are external.

SWOT analysis of fast food and snacks shop in Mumbai

Strengths:

- i) Trained team and management: We have trained our team to expertise in all areas of business.
- ii) Location: Our location is the main market, which will draw attentions of visitors and shoppers which is on the way to IT park and railway station.

Weaknesses:

- i) Lack of capital: We have loaned some amount and also we have investors.
- ii) Lack of reputation: We haven't established ourselves as reputable fast food provider.

Opportunities:

- i) Growth of area: Mumbai has a big market for snacks and it will grow more in the near future.
- ii) Working people: We are targeting those people who don't have

time to prepare their meal and can have a quick bite at our shop on the way to work.

Threats

- i) Competition - There are a couple of companies which are not only reputable than us but also have franchise at different locations.
- ii) Not being professional: being unprepared and unprofessional, giving poor service ~~could~~ would seem unappealing.