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classmate
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1. Maslow's heirarchy of needs is a theory of psychology explaining human motivation based on the pursuit of different levels of needs. The theory states that humans tend to fullfill their needs in hierarchical order, the ultimate step being 5th level of hierarchy i.e self-Actualization.

There are 5-main levels (Basic to advanced needs):-

→ physiological Needs:-
Lowest level of Maslow's heirarchy of needs. They are the most essential things a person needs for surviving in this world (Food, water, shelter etc.). A person's motivation at this level derives from their instinct to survive.
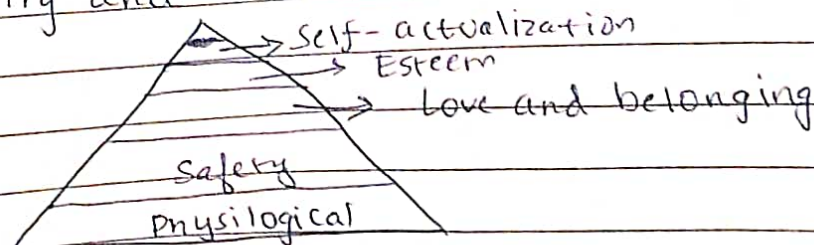
→ Safety needs:-
They relate to a person's need to feel safe and secure in their life as well as surroundings. Motivating comes from the need for law, order and protection from un perdictable aand dangerous conditions.

→ Esteem Needs:-
They are related to a persons need to gain recognition.

→ Self actualization Needs:-
It relates to the realization of an individuals full potential. People try and become the best they can possibly can be.

Pyramid (bottom to top): Physilogical, Safety, Love and belonging, Esteem, Self-actualization

2. SWOT analysis:- It is a stratergy based planning technique that identifies strengths, weakness, Opportunities and threats in order to help a Someone at a personal level or Organizational level

It plays a vital role in the preliminary decesion making process and in the process makes makes the Stratergic position of the company known to its employees.
Internal and external factors that are favourable or Unfavourable to the organization are identified.

It assumes strength and weakness are internal and opportunities and threats are external.
Manpower, manufacturing abilities etc come under internal factors.
Technological changes, change in legistlation. Come under External factors.
Disadvantages of SWOT Analysis :-

→ Lack of prioritization
→ The analysis lacks mathematical foundation and is subjective
→ Too many opinions involved and addressed

SWOT analysis of subway:

Strengths:

→ It has more than 50,000 oulets which is more than all its competitors

→ High Brand Loyalty :- its brand value stands at $10·314 billion

→ It is far more healthy than its competitors as it uses a lot of Vegetables.

→ It is different from all other fast food chairs, making a customized sandwhich.

Weaknesses :-

→ Mc donalds Brand value lies far above subway·

→ The level of service is slightly lacking compare to its competitors

→ Too many employes and less salary

→ Products are not very fresh

Opportunities :-

→ It can become even more healthy

→ Diversification

→ Drive through's throughout the world

Threats :-

→ competitor like Mc donalds, KFC are a huge threat

→ change in Trend

→ There have been many lawsuits against it, damaging brands trust