

Set B2

3) Swot stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal to your company - things that you have some control ^{over} ~~for~~ and can change.

Opportunities and threats are external - things that are going on outside your company, in the larger market. You can take advantage of opportunities and protect against threats, but you can't change them.

It organizes your top strengths, weaknesses, ~~opportunities~~ opportunities and threats into an organized list and is usually represented in simple two-by-two grid.

Example :- Increase sale of Nursery.

SWOT ANALYSIS		
Factors		
Internal	<u>Strengths</u>	<u>Weakness</u>
Factor	1) consistent quality 2) Experience	1) Lack of funds. 2) No market reputation
External	<u>Opportunities</u>	<u>Threats</u>
Factor	1) Loyalty 2) Growing Market	1) Weather 2) Insects.

- 2) Diversity in the workplace refers to organization that ~~inta~~ intentionally employs a workforce comprised of individual or varying in gender, religion, age, sexual ~~or~~ orientation ~~and~~ and other attributes.

Advantages:-

- 1) This design allows each team member to focus on their strengths.
- 2) It increased the no. of opportunities ~~for~~ for minority weaknesses.
- 3) It creates more revenue earning opportunities.

Disadvantages:-

- 1) It can create ~~to~~ too many opinions.
- 2) It can ~~has over~~ lesson the amount of trust with exist to others.
- 3) It can create communication problems.