Bhavya Gandhi

A012

70262019019

Q.1 To understand what keeps humans motivated, Maslow proposed that all the needs of human can be organized and be presented in form of hierarchy. This hierarchy consists of basic and vital needs as food and shelter to very vague and abstract concepts as self-fullfillment.

According to this hierarchy and maslow, whenever a lower hierarchy need is fullfiled the human nature shifts to a higher need.

There are 5 main categories Maslow created

→ Physiological needs: This needs consists of maintaining one self such as food, water when hungry and thirsty. This is most essential need according to Maslow and lowest in hierarchy. This may also included enough sleep.

→ Safety: Once the physiological needs are met, human shifts to safety needs which are a need to safe and

predictable environment, when this aren't
met people react with fear, depression
and anxiety, this explains people saving
money and having insurances

→ Love and belonging :

Next need in the hierarcy is the need to
be loved and accepted. The need of a a social
group, friends, family. This also directly
affects one's health and well being

→ Esteem
- The need to fell feel good about ourselves,
this has 2 components. The first involves
a feeling of over good about us and
self-confidence feeling good about us
may include·, being recognized, valued
and when this are met, one feels
confident, lack of this can introduce, feelings
of inferiority to one.

. - self actualization: Need of feeling fulfilled,
this is a very abstract idea as it involves
living upto one's potential, for one little
maybe fullfilling his. life but for someone
having everything still would be. unsatisfied
too so this depends person to person

→ self actualization

→ esteem

→ love and belonging

→ safety needs

→ physiological needs
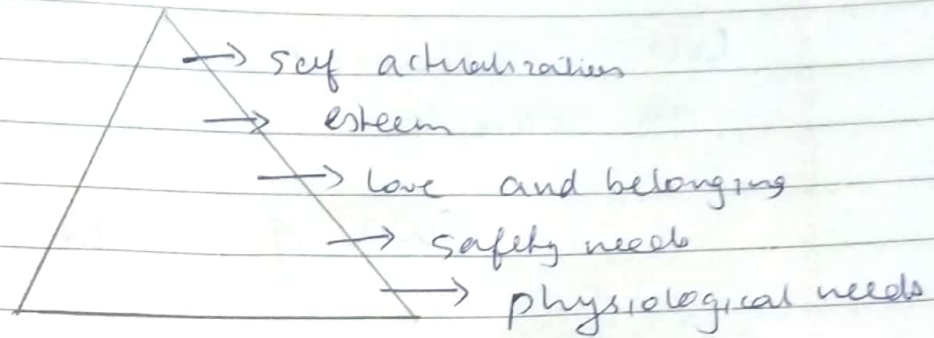
3. SWOT Analysis with example.

SWOT stands for strengths, weakness, Opportunity and threats which is a technique for assessing the subject of analysis. This gives you all the aspects of your organization, shows you areas to reduce failure, eliminating the potential threats

→ Strengths: Things that organization was well at doing or things sets you apart in industry

→ weakness: Via various techniques of reviewing identify the weaknesses of the company and the most crucial part as people fail to identify their own weakness

→ opportunities: potential chances or is predicting or something organization needs to stay prepared of.

→ Threats: Anything that could negatively affect the business.

Lets understand this better via an example

SWOT of coffee company

Strength	Weakness
→ Reputed brand → Over 1000 cafes in 5 continents → strong vision statement	→ to spread the risk they need to get to more countries instead of having 3-4 cafes at same place → competition of grocery retailers of coffee
Opportunities	**Threats**
→ New products & services → expand globally → having tie-ups with other food companies to serve their product as side drink	→ choice of healthy lifestyle and quality coffee → exact copy brands at cheaper cost make up of major competition