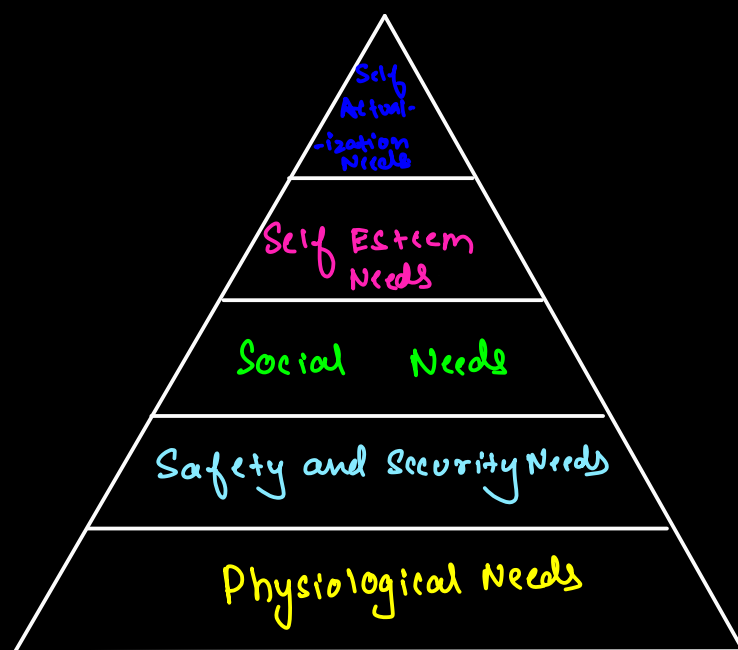


(Q1) Maslow introduced the concept of hierarchy of needs in 1943 in his famous paper "A theory of human motivation" and his subsequent book Motivation and Personality. It's a step by step procedure explaining how humans need to fulfill their basic needs before moving on to more advanced level. There are five different levels of Maslow's hierarchy of needs.



• lowest levels of the pyramids are made up of the most basic needs while most complex ones are at the top.

(1) Physiological needs: Include needs that are vital for our survival.

- (a) Food
- (b) Shelter
- (c) Water
- (d) Homeostasis

(2) Safety and security needs: Humans need control and structure to their life, need for safety and security comes up at this level

- (a) Financial security
- (b) Health and wellness
- (c) Against accidents and injury

(3) Social needs: Things mature up a little bit at this level where we require love, acceptance and belonging. Emotional relationship drives human behaviour.

- (a) Friendship
- (b) Romantic Attachment
- (c) Family
- (d) Social groups
- (e) Religion

(4) Self Esteem needs: Fourth level requiring the need for appreciation and respect. Self esteem plays a prominent role in motivating human behaviour. It becomes important to get respect out of others and having some sort of professional and personal achievements to increase drive and motivation. People having good self esteem and recognition from others tend to feel confident while others tend to feel inferior.

(5) Self Actualization Needs: It can be described as the full use and exploitation of talents by an individual. People seem to be fulfilling themselves and to be doing the best that they are capable of doing. People who have developed or developing to the full stature of which they are capable.

@3) SWOT Analysis is a Organization tool that helps in minimizing the potential of the company.
SWOT stands for:
Strength
Weakness
Opportunity
Threats.

(SWOT Analysis is affected by the internal and external factors)

- Lets do SWOT Analysis on a fictional company X that is a leader in dairy Business.

Strengths

- Excellent quality Management: Superior quality product.
- Vast distribution networks
- variety of products
- High Market Share

Weakness

Cost of operation: The cost of manufacturing good quality products is high

Failing Products: Although the brand is quite successful but there are certain segments that are doing terribly

Opportunity

- Could be a major player in the export business and increase their profits with exporting good quality products.
- Putting efforts in the failing segments: The brand could concentrate on the failing segments improve the product and the marketing around it and capture a fair share of the market.

Threat

Fierce Competition by other brands: As times are evolving and we are increasing the standard of life people are consuming more and more of such products thus there is fierce competition in this line. The brand needs to play its cards right and stay dominant and at the top because a few mistakes can cause them a loss of significant market share

SWOT Analysis stands for Strength, Weakness, Opportunity and Threats where we need to maximize the strengths, minimize the weaknesses, exploit the opportunities and avoid the threats, doing this Analysis would be beneficial for your organization giving you a good sight of where great and where needs to improve