

SWOT Analysis of GIFT UNIVERSITY

S=Strength:-

- HEC recognized
- Modern Classrooms
- Well-Experienced Teachers
- General Labs
- Friendly Environment
- Affordable Fee
- Well Build Infrastructure

W=Weaknesses:-

- Non-merit System
- Excessive number of students
- Unfriendly management stuff
- Lack of discipline in security staff

O=Opportunities:-

- Foreign Scholarship
- Student Exchange Program
- Job Recommendation for students
- Campus expansion
- Digital Resources

T=Threats:-

- Rise in tuition fees
 - Loss of potential student because of non merit admission
 - Other Universities like PU, UCP
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