**SWOT Analysis of GIFT UNIVERSITY**

# S=Strength:-

* Goal oriented staff
* Engaged student body
* Student sense of belonging
* Good communication between student and teachers
* Boys and girls campus
* Affordable
* Student acheivements

# W=Weaknesses:-

* Unfriendly management staff
* Lack of focus on teaching writing skills
* Inconsistent disciplinary actions
* Low networking opportunities for online students

# O=Opportunities:-

* Digital resources
* Campus expansions
* Hire experienced faculty
* Purchase of technology

# T=Threats:-

* Potential rises in tuition fees
* Teacher movement according to leveling
* Loss of students to competitors
* Other community universities in the area like PU, UCP.

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