

# SWOT - Analysis

17/10/2025

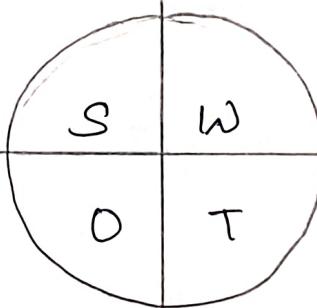
## Amazon

### Strengths

- \* Global dominance in e-commerce with strong brand recognition and customer trust.
- \* Providing functional stability.
- \* Improving delivery efficiency and operational costs.

### Weaknesses

- \* Thin profit margins on retail & high dependency on 3rd party sellers.
- \* High operating cost.
- \* Low Quality.



### Opportunities

- \* Growth in Emerging markets like India.
- \* Increasing adoption of subscription & advertising services.
- \* High job opportunities in IT sector, software, as well as for delivery agents.

### Threats

- \* Rising competition from Flipkart.
- \* Economic fluctuations.
- \* Cyber security Risks.

17/10/2025

SMART

Exact - To open cafe.

Specific - To make a good and health cafe in the city.

Measurable - To give a health and stylish type of meals to everyone.

Achievable - To grab the attention of the people of my cafe.

Relevant - Overall to expand the business all around the city.

Time-bound is - After my job contract which helps to make a stylish cafe of mine.

~~8/7/2028~~

- To familiarize students with the university's academic system, curriculum structure, and academic policies.
- To guide students in setting personal, academic, and career goals through reflective practice.
- To help students explore and identify their passions and interests.
- To enable students to navigate & use various university and campus resources effectively.
- To support students in creating a personal development plan aligned with their long-term goals.

### Short term goal.

My short term is to become artist. I love to draw or paint on my free time. But I am not good at it - painting. but I want to do more work more on my painting skills.

### long term goal

My long term goal is to be a successful person in life. whatever may be I want to just do hard work and achieve and be a successful person.

11/11/2025