

INTERNAL AND EXTERNAL ENVIRONMENT ANALYSIS OF SWIGGY

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INTERNAL ENVIRONMENT ANALYSIS

VRIO FRAMEWORK



Valuable

Brand recognition and market leadership in online food delivery.



Rare

Swiggy's technology platform and last-mile delivery network are relatively rare in the food delivery industry.



Imitable

The technology platform and operational expertise built over time are not easily imitated by competitors.



Organized

Swiggy has effectively organized its resources to exploit market opportunities by expanding its reach, diversifying its offerings, and enhancing customer engagement.

SWOT ANALYSIS

STRENGTHS

- Strong brand recognition and market leadership in online food delivery in India.
- Robust technology platform facilitating seamless ordering and real-time delivery tracking.

WEAKNESSES

- Dependency on gig workers for delivery, which can affect service reliability during peak hours.
- High operational costs due to discounts and promotions to attract and retain customers.

OPPORTUNITIES

- Growing demand for online food delivery services globally.
- Expansion into adjacent markets like grocery and essentials delivery.

THREATS

- Intense competition from other food delivery platforms like Zomato, Uber Eats, and local players.
- Regulatory challenges related to food safety standards, labor laws, and licensing requirements.



EXTERNAL ENVIRONMENT ANALYSIS

PESTLE ANALYSIS



PORTER'S FIVE FORCES ANALYSIS

Threat of New Entrants: Moderate due to high initial investments and established players like Zomato.

Bargaining Power of Buyers: High due to multiple options and low switching costs for customers.

Bargaining Power of Suppliers: Moderate due to Swiggy's extensive restaurant partnerships.

Threat of Substitute Products/Services: Moderate, with alternatives like dining out or cooking at home.

Intensity of Competitive Rivalry: High competition with Zomato, Uber Eats, and local players in the food delivery market.