

# SM302 Assignment -1

201IT121

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Date: / /

## SWOT Analysis of Myself

### 1) Strengths

#### - Rationality:

A quality I have always valued in the others & myself, I consider myself to be a rational person who is able to control their thoughts even under situation that are pressure inducing. In various instances in my life, rationality has carried me forward towards my goal.

#### - Discipline

I consider my ability to maintain a schedule a great asset in my individuality. Even under the rare occurrence where I miss something I had planned, I am able to find a way to work around it & get the job done.

#### - Multitasking:

As a student in an ever-evolving world, the skill of multi-tasking isn't ~~was~~ a want but a need. My capacity to have multiple things running in my life simultaneously in order to maximise my efficiency is something I take pride in.

### 2) Three Weakness

#### - Overthinking:

Something I often catch myself doing is overthinking. Upon retrospection, I realise that this originates from the fact that I am quite an outcome oriented person & so if something doesn't go the way I want I spend too much time thinking about what went wrong instead of how to make it right.



## Interested

My social skills take a hit because of my tendency to be interested in public situations. I am often stuck with things that I would like to say but I am able to muster up the courage to say it. This is in relation to the previous point of me overthinking things that can be avoided.

## Risk-averse

My tendency to play things safe limits me to opportunities & interactions that may prove to be fruitful. I find myself looking back at things & regretting things I missed out on because of the chance that might have gone wrong.

## 3) Opportunities

### - Stability in present life:

With things going according to plan & a plan for future, my life seems to be going along a desired path. As long as a major setback doesn't occur, the stability in my life as a whole can enable me towards success.

### - Network within sector:

As a software engineer, my involvement in various projects & clubs within college has boosted my networking within the industry. As I can see at present as well, this helps me to get to places that others aren't able to & get in contact with people that may specialise in an area I require.



## - Amazon internship

With an upcoming two-month internship at Amazon, a learning experience awaits me. This will not only benefit my technical knowledge but also help me gain experience in a professional setting.

### 4) Threats

#### - Comfort zone

As stated in the above points, the stability in my life along with it to be in my exploring other options that may lead to a better life for me.

#### - Multiple hobbies

While a hobby is considered to be a good thing having multiple ~~may~~ may prove to be distracting. My interest in singing, dancing, playing the guitar, badminton, running urges me to spend excessive time pursuing these which can often push me away from something I should be prioritising.

#### - Layoffs in the industry:

While my professional life seems to be heading along a favourable path, the increased impact of recession leading to the mass layoffs in the IT industry leaves my working life in a vulnerable position.



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## Amazon SWOT Analysis

### 1) Strengths

#### - Brand image & recognition:

Amazon is a well known company. Its known for its deals and offers. It has a positive brand image & high recognition. Most of the times Amazon would be the first site people search on for any product that they want.

#### - Distribution system:

Customers want a smooth shopping experience & quickly delivery. Amazon delivers immaculately. With the use of top notch logistics & distribution methods at play, it dominates the market when it comes to customer satisfaction.

#### - Expansion

Amazon taps into new market, whenever it sees the opportunity to do something big. Its unmatched brand recognition at an international level paired with its dedication to providing top-notch services makes it a success anywhere it goes.

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## 2. Weakness

### - Free shipping

Amazon usually offers free shipping for orders worth more than 500Rs. This can help attracting customers but this can affect the company's margins by a great deal.

### - Losses.

While Amazon excels at its core business operation it has faced trouble in other areas. One example of this is the Fire Phone disaster. The phone, developed by Amazon, didn't do well & resulted in massive losses.

### - Lack of physical presence

While online - for - the - most part approach helps the company save a large amount in costs, it prevents Amazon from tapping into markets where e-commerce is still an emerging trend.

## 3) Opportunities

### - Partnerships

Strategic alliances or acquisitions among other steps that strengthen the brand & allow it to expand its horizons are clearly a good option. Such partnerships have benefited Amazon in the past.

### - Market expansion.

There are many more markets that Amazon can yet penetrate & make the most of it. With an increase in the trend of online retailing in developing countries among others, the possibilities are limitless.



## Creating own product line:

One of the main functions of Amazon is to serve as an online vendor for third parties to sell their products. Something that ~~the~~ would be more beneficial to the company is if it started creating & selling its own products more.

## 4) Threats:

### - Unhappy competitors

Amazon strives to provide its consumers with the best products at the lowest prices. This, understandably, infuriates its competitors & Amazon often finds itself in the middle of legal battles.

### - Policy constraints

Because of conflicts between the US & many countries, Amazon can't look at them as potential future market. This gives a competitor from another region a great advantage as they can tap into markets Amazon does not have access to.

### - Increased competition:

One of the biggest threats for Amazon is that more & more online retail stores are springing up every day. While Amazon dominates the e-commerce industry by a great margin, some, if not many, of the newbies will always possess the potential to grow at an exponential rate & leave the undisputed giant behind.