SEE ASSIGNMENT 1

SWOT ANALYSIS

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***SOFTWARE ENGINEERING ECHONOMICS***

***ASSIGNMENT-1***

***SWOT ANALYSIS***

**Q: PERFOEM SWOT ANALYSIS OF AN ORGANIZATION LEVEL PROBLEM?**

**PROBLEM:**

A MEDICAL CLINIC IS PLANING ON OPENING A NEW CLINIC AT A VILLAGE NEAR RAWALPINDI.

THE SWOT ANALYSIS BEING PERFORMED IS TO MAKE THE DECISION EASY FOR THE OWNER.

**ANALYSIS:**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| * Qualified staff * Business experience * Financial support * Well fitted location * State of the art machinery | * Not enough staff * Political biases of local population * General dislike of profession |
| **OPORTUNITIES** | **THREATS** |
| * Not many clinics in the area * The area being slowly converted to industrial zone * A clear possibility of extension in future | * Existence of a army hospital in the area * An already established reputation of the army hospital * A clear financial advantage and a discount provided to army personal * Poor electrical and internet connectivity |

**CONCLUSION:**

**From the above SWOT analysis chart, It is clear that if we wish to open the clinic, we must arrange for electrical connectivity and internet availability. Also we must make sure to provide services that are not available or not upto the mark in the army hospital in the area.**