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## Meesho

### S - Strength

- 1) Low cost on products
- 2) Getting Tollywood and Bollywood actors as brand ambassadors.
- 3) Giving advertisements in TV and newspapers to get people's attention.

### W - Weakness

- 1) Low quality products
- 2) All products are not available
- 3) Has refund issues on returning products
- 4) Delay in delivery of products
- 5) Lack of displaying new products and offers.
- 6) Not available in all areas.

### O - Opportunities

- 1) Bringing good quality products into company.
- 2) Giving good offers on products.
- 3) Bringing up good payment methods and refund methods.
- 4) Adding grocery's into company for marketing.
- 5) Bringing up good ideas for getting people's attention to buy more products.
- 6) Improving availability of their products in all areas.

### T - Threats

- 1) Amazon and Flipkart are big opponents.
- 2) Myntra is big opponent regarding clothes and cosmetics.
- 3) Ajio is providing more offers, so it is also a good opponent.

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## SMART Analysis

→ Short term goal :-

\* Goal:- To achieve certificate for JAVA, C, C++ programming languages.

\* Specific:- I believe that this goal is important for having knowledge about the following programming languages, that leads to completing the course and achieving certificate.

\* Measurable:- I have started learning JAVA and I believe as soon as I complete JAVA language, I will complete all other languages.

\* Achievable:- I believe my goal is realistic and achievable. This goal leads me towards having knowledge about programming languages and to achieve certificate.

\* Relevant:- By learning the above programming languages, I will have very good knowledge about solving computer issues with errors. This leads to get better opportunity for me to get job in good company.

\* Time-bound:- I have set time period of two years to achieve my goal.

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→ Long term goal :-

\* Goal :- To achieve good rank in GATE exam.

\* Specific : I believe this goal is very challenging for me. This goal is important for me to get good rank and to complete my Master's degree from good university.

\* Measurable : I have not yet started preparing for GATE exam. I will start from 3rd semester of my degree. I will prepare for exam by both offline and online resources.

\* Achievable : I believe my goal is realistic and achievable. By achieving my goal I will get good opportunities for my Master's degree.

\* Relevant : By achieving my goal I will get good college to complete my Master's degree. Achieving my goal is very important for me, if I get good rank then it is also helpful for me to address my talent and my certificates with my course.

\* Time-bound : I will surely achieve my goal within four years with proper training and hardwork.

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