**SWORT Analysis (BMI)**

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| STRENGTHS | WEAKNESS | OPPURTUNITY | THREATS |
| It helps in measuring the obesity of an individual. | It won’t define the source of weight whether it is from lean tissue or fat. | An individual can take certain steps to prevent health risks caused by obesity. | High BMI can lead to serious health  Problems in future. |
| By calculating BMI for large number of individuals that can be used to examine obesity pandemic. | Sometimes, an average weight individual can also fall in obesity category. | Hospitals can use it as  a service provider and advise patients how to get saved from it. | Can mislead an individual because it won’t define the type of fat. |
| It helps in determining the dietary of an individual that results in obesity. | BMI does not distinguish between the type of fat one carries whether it is subcutaneous or visceral fat. |  |  |