SWOT

SWOT Analysis Practice Scenario: "The Daily Grind"

Your Role: You are the owner of "The Daily Grind," a small, independent coffee shop.

SWOT :-

Strength =
1. Unique selling proposition (USP) that attracts loyal customers.
2. Excellent customer service that builds customer loyalty.
3. Strong relationships with local residents and professionals.
4. Growing city-wide trend that can benefit your business.

Weakness =
1. Limited seating and high foot traffic can lead to long wait times.
2. Inefficient ordering process that can deter customers.
3. Limited online presence and marketing efforts.

Opportunities =
1. New office building
2. Leverage the trend to attract new customers and increase loyalty.
3. Partnerships and collaborations

Threads =
1. Increased competition from a large, modern store.
2. Rising costs of premium coffee beans and milk can cut into profits

4C

4C TASK FOR **The Company:** "SwiftMart" is a mobile app offering 20-minute grocery delivery in residential areas of Ghaziabad, like Indirapuram and Vaishali.

The Situation: After a strong start, user growth has stopped. The company needs to figure out why from a customer's point of view.

Key Facts:

- **Target Users:** Busy professionals and families who need items urgently.
- **Product:** The selection is very limited compared to a supermarket. Customers are asking for more variety and healthier options.
- **Pricing:** Items cost 10-15% more than local stores, and there's a delivery fee on small orders.
- **Convenience:** The 20-minute delivery is a major plus, but the app sometimes cancels out-of-stock items automatically, and the service area is limited.
- **Marketing:** Communication is one-way, consisting of aggressive online ads about speed and promotional push notifications. Customer service chat is slow, and questions on social media are ignored.

Answer =

Customer
- Needs: Busy professionals and families need urgent grocery delivery with a wide selection of products, including healthier options.
- Pain points: Limited product selection, higher prices, delivery fees, and poor customer service experience.
- Expectations: Fast and reliable delivery, flexible pricing, and responsive customer support.

Cost
- Higher prices (10-15% more than local stores) and delivery fees on small orders.
- Time spent waiting for deliveries, dealing with out-of-stock items, and frustration with customer service.

Convenience
- 20-minute delivery is a major convenience factor.
- Limited service area, automatic cancellation of out-of-stock items, and lack of flexibility in delivery options.

Communication
- One-way communication through online ads and promotional push notifications.
- Slow customer service chat and ignored social media questions.
- Implement two-way communication, respond to customer feedback, and provide personalized support.

Improvement =

Insights and Recommendations
- Offer a wider range of products, including healthier options, to meet customer needs.
- Consider offering discounts or loyalty programs to reduce the impact of higher prices and delivery fees.
- Improve customer service: Respond promptly to customer inquiries, and provide personalized support to build trust and loyalty.
- Enhance communication
- Optimize delivery experience

PORTER

Porter's Five Forces Scenario: "Apex Scholars Academy"

The Company: "Apex Scholars Academy" is an established coaching center in Ghaziabad, specializing in preparing Class 11 and 12 students for the competitive JEE (engineering) and NEET (medical) exams.

The Situation: The owners are considering a major expansion. Before investing more capital, they want to analyze the long-term profitability and competitive structure of the coaching industry in their city.

Key Industry Facts:

- **Competition:** The Ghaziabad market is extremely crowded. Apex competes with large national chains (like Aakash, Allen), other local centers, and individual star tutors. Rivalry is intense, with frequent price wars and advertising battles.
- **New Entrants:** Starting a new coaching center has low barriers to entry. A new competitor can easily rent a space and hire teachers. The main challenge for a newcomer is building a reputation for results.

Answers =

Threat of New Entrants
- Starting a new coaching center is relatively easy, with accessible rental spaces and teacher hiring.
- New entrants need to build a reputation for results to attract students.

Bargaining Power of Suppliers
- Teachers and staff: Plenty of qualified teachers and staff are available in the market, reducing supplier bargaining power.
- Study materials: Easily accessible study materials and resources reduce dependence on specific suppliers.

Bargaining Power of Buyers
- Price sensitivity
- Low switching costs allow students to easily move to competitors.

Threat of Substitute Products
- Online platforms offer an alternative to traditional coaching centers.
- private coaching can substitute for Apex's services.

Competitive Rivalry Among Existing Competitors
- Intense rivalry: Frequent price wars and advertising battles indicate high competition.
- Large national chains

AARRR

AARRR Practice Scenario: "KhelNow" App

The Company: "KhelNow" is a Ghaziabad-based mobile app for booking local sports facilities.

The Situation: The app's growth has stalled six months after launch. The founders need to quickly identify the biggest problems in their user journey.

Key Facts:

- **Acquisition:** Almost all new users come from expensive paid ads on Instagram; very few find the app on their own.
- **Activation:** A long, mandatory sign-up process causes half of all new users to quit before they can even browse the sports venues.
- **Retention:** Only 15% of customers who book a court once ever come back to make a second booking.
- **Referral:** The app has a referral program offering discounts, but it's hidden in a menu and less than 1% of users have ever used it.
- **Revenue:** It costs ₹120 in ad spend to get a new booking customer, but the company only earns a ₹60 fee from that customer's first booking.

Your Task: Analyze "KhelNow" using the AARRR framework. For each stage, identify the key problem based on the facts provided.

ANSWER=

Acquisition
- Over-reliance on expensive paid ads, resulting in high customer acquisition costs.

Activation
- Key problem: Long, mandatory sign-up process causing high drop-off rates
- Insight: Simplifying the sign-up process could significantly improve user activation and reduce friction.

Retention
- Key problem: Low repeat booking rate
- Insight: The app may not be providing a compelling enough experience or value proposition to encourage repeat bookings.

Referral
- Key problem: Underutilization of the referral program
- The referral program's placement in a menu may be contributing to its lack of visibility and usage.

Revenue
- Key problem: High customer acquisition cost (₹120) compared to revenue earned from first booking (₹60 fee).
- Insight: The current business model may not be sustainable if the cost of acquiring customers exceeds the revenue generated from their first booking.

HEART

HEART ANALYSIS FOR = "MySociety Connect"

Happiness
- Low app rating (3.5 stars): Users are unhappy with the app's overall experience.
- User feedback: The app is described as "confusing" and "outdated," indicating a need for improvement.

Engagement
- Low engagement: Users only open the app once a month for mandatory bill payments, indicating a lack of stickiness.
- Limited usage: The app is not providing enough value to encourage frequent usage.

Adoption
- Poor new feature adoption: The "Local Services" marketplace has been largely ignored by users, suggesting a lack of awareness or interest.
- Feature visibility: The feature may not be prominently displayed or promoted within the app.

Retention
- Weak retention: Users have no reason to return to the app after completing their monthly bill payment, indicating a lack of ongoing value.
- No loyalty: The app is not providing enough benefits to encourage users to return regularly.

Task Success
- Frequent errors: Paying bills often results in errors, indicating a technical issue or poor UX.
- Difficult tasks: Generating a simple visitor pass is difficult and slow, suggesting a need for UX improvement.