**NAMRATA PANDEY**

**ASSIGNMENT-05**

**Q.1 What is SRS?**

**Ans:** SRS stands for Software Requirements Specification. It is the description of software system to be developed. It is generally made after the Business Requirement Specification document. It basically lays out the functional and non-functional requirements and may also include use cases that describes the user interaction that the software must provide to the user for well enhanced interaction. It concentrates on what needs to be done. It is the complete description of the behavior of a system to be developed. The purpose of SRS is to enhance the communication between customer/client, business analyst, system developers and maintenance teams. It helps achieve following:

* Supports project management and control
* It helps in evolution of system by controlling it
* It lays strong foundation for the design phase

The Software Requirement Specification should be complete, consistent and traceable, Unambiguous and verifiable at the same time. Usually it is created by system architect who is technical expert. In smaller companies, BA can also create SRS as well. This document is derived from BRS (Business Requirement Specification).

**Q.2 Do SWOT Analysis for any Product?**

**Ans:** SWOT analysis is a very useful technique for understanding the strength and weaknesses and for identifying the opportunities and threats any business faces. It is intended to specify the objectives of business or a project and identify the internal as well external factors that are favorable and unfavorable to achieving the set objectives. It is usually a tool of strategic analysis.

***SWOT ANALYSIS FOR STARBUCKS:***

***STRENGTH:***

* Internationally known, strong valuable brand
* High quality products and services
* Supply chain is very efficient and effective
* Low risk of non-delivery
* Strong relationship with the suppliers
* Moderate diversification through subsidiaries
* Strong financial performance

***WEAKNESSES:***

* There is volatility as regards to supply and price of coffee
* More dependency on the suppliers
* Dependency on US operating segment
* Health effects of consuming Starbucks product
* Imitability of the products

***OPPORTUNITIES:***

* Product innovation and new growth platforms are available
* More focus on expanding international operating segment
* Store location attracts more customers
* Baked-goods distribution network provides more fresher food
* Partnership or joint ventures with other firm might be a good way to hold market share and maintain consistency in longer term

***THREATS:***

* Greater chances of supply being affected due to natural disaster
* High competition due to large number of competitors in the coffee business
* Consumer spending might reduce significantly due to economic conditions in the US market since it depends largely on the US segment for major proportion of its sales
* Minimum wage hikes can affect profitability and decrease the overall all supply

***\*\*RECOMMENDATIONS\*\*:***

1. *More diversification in products and the services they offer*
2. *Initiating technological advancement*
3. *Resolving the social conflicts that happened in past to make sure it does not harm the brand image*
4. *Reduce the prices of products so that it attracts masses and making sure that every class of individual can afford it*
5. *More focus on marketing campaigns and implementing more advance branding strategies*
6. *Participating and engaging in the CRS activities might prove to very beneficial for Starbucks in achieving long term growth and productivity.*