**Day 5 BA|DA TRAINING**

* **SWOT AND JAB AND WHEN WE SHOULD CONDUCT?**

The purpose of a JAD meeting is to bring people together when there is lack of clarity or understanding about what the business wants out of the project. A JAD meeting can include business people as well as technical staff including systems analysts, architects, and software developers. The meeting brings them together to raise their questions and concerns about the project and its requirements. It gives everyone a chance to respond to one another directly, and hopefully resolve the problems more quickly.

Every business has different needs, but I would suggest you conduct a SWOT analysis at least once every 6 months, or whenever a significant decision is to be made for your business or external factors are looming, that can impact your business. The nice things with a SWOT, is that you can use them to evaluate pretty much anything. Just a few examples are:

Current state of your business

When forming your marketing and operational plans

Making a key hiring decision

Making an important decision that will impact your company

When evaluating current market conditions.

* **PREPARE A DOC FOR ANY SWOT AYALYSIS EVER CONDUCTED BY ANY COMPANY LIKE COCACOLA.**

**2. Amazon**

**Strengths:**

Most recognized and trusted ecommerce brand worldwide.

Remarkable logistics offer unmatched customer experience.

Retail competitors serve as unwilling “Amazon showrooms.”

**Weaknesses:**

Wide range of offerings, including some marginal and risky “blue sky” endeavors.

Persistent reporting about potential safety and labor concerns at Amazon facilities.

Extremely low margins on many offerings, further compromised by free shipping.

**Opportunities:**

Launch of new headquarters offers both economies of scale and great publicity.

Brand poised to benefit hugely from the development of in-house TV and films.

Significant – maybe even unique – chances to grow operations in global markets.

**Threats:**

Smaller online retailers often outperform Amazon in specific niches on price and quality.

Expansion has highlighted Amazon as a regulatory target, spurring aggressive taxation.

The retail-VR transformation in the coming years may present unexpected challenges.