SWOT ANALYSIS

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INTRODUCTION

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. These are the aspects that need to be considered while deciding on a strategy for a company. Strengths and weaknesses are internal to a company—things that we have some control over and can change. Opportunities and threats are external—things that are going on outside the company, in the larger market. We can take advantage of opportunities and protect against threats, but we can't change them.

A SWOT analysis organizes the top strengths, weaknesses, opportunities, and threats into an organized list. Analysts present this list as a square segmented into four quadrants, each dedicated to an aspect of SWOT. This visual arrangement provides a quick overview of the company's position. Although all the points under a particular heading may not be of equal importance, they all should represent key insights into the balance of opportunities and threats, advantages and disadvantages, and so forth.

In this evaluation report, we will analyze the HELPDESK at PARC, Pilani using the SWOT analysis technique to analyze its potential in current and future contexts.

ANALYSIS

Questions

Following are the list of questions that need to be answered in order to analyze all four aspects of SWOT analysis.

1. Strengths

Strengths are things that the organization does particularly well, or in a way that distinguishes it from the competitors.

- What is our competitive advantage?
- What resources do we have?
- What products are performing well?

2. Weakness

Weaknesses are negative factors that detract from your strengths.

- Where can we improve?
- What products are underperforming?
- Where are we lacking resources?

3. Opportunities

Opportunities are openings or chances for something positive to happen.

- What technology can we use to improve operations?
- Can we expand our core operations?
- What new market segments can we explore?

4. Threats

Threats include anything that can negatively affect your business from the outside.

- What new regulations threaten operations?

- What do our competitors do well?

- What consumer trends threaten business?

SWOT Table

Strengths	Weakness
- Data is systematically sorted after various addition of data fields. - Data is well curated - The website makes addition, sorting and extraction of data really easy. - Active volunteers from bits can provide technical assitant required to manage and handle the website - All the necessary resources can be provide by BITSAA which will be advanced than any other competitor working on scheme helpdesk.	- Managing backed, adding data fields and managing admin would be difficult since not everyone at PARC has abilities to handle it. - Villagers can get idea about the active schemes but they wont be able to directly apply for schemes from the helpdesk portal
Opportunities - New data points and entry fields could be easily added - Collaboration can be done with other non profit organizations to expand the database.	**Threats** - Current interface is created using PHP and MySQL which may become outdated after sometime. - Villagers may prefer going directly to E-mitras and not

● It can be a one step destination for all the news, blogs etc related to schemes.	be motivated to get info from helpdesk. ● Managing database could become hard as the data points grow in size