SWOT ANALYSIS

BY

Name of the Student	ID No.	Discipline
SONAL KUMAR	**2018A5PS1010P**	**B.Pharmacy**

Prepared in partial fulfillment of the Practice School-II Course

AT

(**Pilani AtmaNirbhar Resource Center (PARC), Pilani**)

A Practice School II station of

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

(March 2022)

INTRODUCTION

Avoiding risky assumptions and uncovering dangerous blindspots about an organization's performance is crucial for its success. It's especially crucial while devising a successful strategy for the future. A **SWOT analysis** is an incredibly simple, yet powerful tool to help develop a business strategy, for a startup or an existing company. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of a business. If it is used carefully and collaboratively, it can deliver new insights into where the business currently is and helps to develop exactly the right strategy for any situation.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiative, or within its industry. It deals with both internal and external factors to give an accurate description of the organization's current and future potential. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts.

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 analyse all four aspects of SWOT analysis.

1. Strengths

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on.

- What do we do well?
- What unique resources can we draw on?
- What do others see as our strengths?

2. Weakness

Weaknesses stop an organization from performing at its optimum level.

- What could we improve?
- Where do we have fewer resources than others?
- What are others likely to see as weaknesses?

3. Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage.

- What opportunities are open to us?
- What trends could we take advantage of?
- How can we turn our strengths into opportunities?

4. Threats

Threats refer to factors that have the potential to harm an organization.

- What threats could harm us?

- What is our competition doing?

- What threats do our weaknesses expose to us?

SWOT Table

Strengths	Weakness
- The data is well curated and designed. - The interface where the data is shown is simple to use. - The helpdesk has a constant supply of talented human resource from BITS campus as volunteers. - BITSAA can provide the resources and individuals which are better than any competitors.	- Not everyone at PARC is technically able to handle the backend aspect of the interface as well as database. - The inability to help the villagers to actually apply for the schemes.
Opportunities	**Threats**
- The data can be expanded. - Other non profit organisations can be invited to contribute to the database. - The interface can be further used for posting blogs, collaborating with clubs like NSS, Nirman.	- The technology can advance, and the current interface as well as the database may become outdated. - The database can become substantially large and hence difficult to manage. - The villagers may not be motivated to get the info from Helpdesk.