

SWOT analysis of BI Group

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Introduction

BI group - the greatest endeavor and advancement holding in Kazakhstan. A reasonable game plan of association headway, similarly as control and relationship of private structures. There is a site for correspondence with customers (<https://bi.group/>). The company is persistently creating, and the organization is doing everything possible to improve the idea of service. Since BI group is 15th place in the list of the largest companies in Kazakhstan by rating of Expert Kazakhstan, that's why I chose this topic.

Body

A SWOT analysis is a manner to assess the current scenario in an enterprise and its improvement prospects by way of identifying 4 key aspects: strengths and weaknesses, opportunities and threats. Thus, on this SWOT, I will describe the inner and external factors of the community, really and structured. I will conclude whether the corporation is growing in the proper direction, what disadvantages do they need to neutralize and so on.

Strengths

- ☐ Save time: you can see the list of BI Group residential complexes on the website. This saves time by reducing physical movement.
- ☐ No time limits: the built-in bot 24/7 will always and everywhere answer questions; if it does not find an answer, it will connect it to the operators.
- ☐ Promotions: each partner can watch interesting promotions on the website for free, which gives him big discounts or bonuses when buying residential complexes.
- ☐ Mobile application: you can see the expenses of your property, manage the tariff and send applications for BI services. And even pay utility bills without commission.
- ☐ Partners: cooperation with popular companies help improve service.
- ☐ Search engine optimization: which increases the position of the site in the results issuing and attracting visitors.

Weaknesses

- ☐ Operators: sometimes all operators are busy or do not work at all, thereby changing the opinion of the clients about company.
- ☐ Inconvenient site design: makes visitors feel that it is more difficult to use.
- ☐ Many advertisements.

Opportunities

- ☐ Search system for residential complexes on the site: the search functionality is easy for the buyers to find certain products on the site.
- ☐ The history of the last viewed residential complex: the website allows the clients to easily find the products that they viewed earlier. The history is saved in Recommendations block even if the user visits the site after a while.
- ☐ Smart remont function: allows the client to build their own house layout on the site, like a regular constructor.
- ☐ Tracking the stage by status of order execution: user will always be informed about what stage his order is at.
- ☐ Credits: Opportunity to issue a mortgage online.

Threats

- ☐ Prolonged lack of an adaptive version: reduces the credibility of the site for new users.
- ☐ Hacking servers: attackers can obtain personal data of customers (phone numbers, geolocation ...).
- ☐ did not find anything else

CONCLUSION

Since today BI Group is the only construction company in Nur-Sultan and has already begun building in other cities, they need to make the site faster. Due to many functions, too many information and they are all in one file, website just overloads the site. So customers can simply leave the site. Therefore, I believe, that the site should be redone and simplify.