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Assignment 8

1.When is the best time to conduct Swot analysis?

Swot analysis can be conducted at any time to increase the strength of the business, figure out the weakness, to improve the growth and to calculate the risk factors. There are various factors that affects the business and Swot analysis is necessary to uplift the degrading situation of the business. Swot analysis will make you aware of the internal as well as external problems that are affecting the business. Strength and weakness are internal whereas opportunities and threats are external. Strength and opportunities are the positive facts and weakness and threats are the negative factors. If you can figure out the internal and external aspect of the business, then it will help to know the position of the individual and the business. Therefore, Swot analysis is very important to know the situation of the business and it can be done at any time, right after starting the business or if the business is in loss.

2. Swot analysis of Coca Cola.

Strength

* Brand awareness
* Robust distribution network

Weakness

* Water management
* Foreign currency fluctuation

Opportunities

* Diversification
* Extended Reach

Threats

* Nutritious Selections
* Indirect competition