

# SWIGGY

## Strengths:

- \* Strong brand recognition
- \* Wide delivery network.
- \* Diverse offerings (Instamart, Gourmet, Dineout)
- \* Advanced tech and data analytics

## Weakness:

- \* High operational costs for delivery, storage and packaging.
- \* Urban dependency: As major revenue is from them
- \* Service inconsistency, delay in delivery, complaints in quality.

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## Opportunities

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## Threats:

- \* Job opportunities for delivery partners
- \* Support for cloud kitchens
- \* Diversity: medicine, food, grocery.
- \* Uses innovation efficiently

- \* Many other food companies (Dominos, BK) started their own delivery system.
- \* Similar companies like Zomato, Blendo, Swiggy offer discounts.
- \* Instamart has threats like zepto, Blinkit.

~~17/10/2025~~

## SMART

Specific: My goal is to stop procrastinating and eating junk.

Measurable: To start eating vegetables and doing things on the same day.

Re-Achievable: Yes it is achievable with persistent focus on my schedule and maintaining a healthy diet.

Relevant: Yes my goal is relevant as I have few issues. ~~health~~

and I always do my work 1 day before deadline.

Time bound: 3 months.

## LONG TERM

Specific: My long term goal is to work or study in countries like France (Paris), Scotland (Edinburgh), England (London).

Measurable: To start preparing for exams related to these.

Achievable: It is achievable with proper training.

Relevant: It is relevant because I can explore, socialize with new people, stay independent.

Time bound: 6 years

~~24/7~~ / 2020

other alternative - P & P : 2018 - 2024  
the last 6 yrs as part mandatory  
this period is probationary

duration of 6 yrs will be divided  
~~and~~ into 2 parts each 3 yrs  
each

with a break for 6 months I think  
without any i

return to work after

first 3 yrs

then 3 yrs of P & P must start from  
the next year after completion of 6 yrs  
(and) transfer + credit + break

and if company fails to do so  
it will be liable

and the situation of the company is  
changed