

# SWIGGY

## Strengths:

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

## Weakness:

- \* High operational costs for delivery, convenience 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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- \* Job opportunities for delivery-partners
- \* Support for cloud kitchen
- \* Diversity: medicine, food, grocery.
- \* Uses Innovation efficiently

## Threats:

- \* Many other food companies (Domino's, Bk) started their own delivery system.
- \* Similar companies like Zomato, Bista, Swish 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.

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~~ health.

and I always do my work a day before deadline.

Time bound: 3 months.

## LONG TERM

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

Measurable: To start preparing for exams related to this.

Achievable: It is achievable with proper training.



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

Time bound: 6 years

24/10/2024