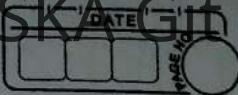


# SPPU-SE-COMP-CONTENT - KSKA GIT



Q1. What is SWOT analysis?

Ans. SWOT analysis is a framework for identifying and analysing an organization's strengths, weaknesses, opportunities and threats.

These words make up the SWOT acronym.

The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy.

To do this, SWOT analyses the internal and external environment and the factors that can impact the viability of a decision.

Q2. What are the key considerations to performing a SWOT analysis?

Ans. The following are the key considerations to performing a successful SWOT analysis.

1. Identify strengths:-

Common strengths to consider include innovation, leadership, productivity and quality of products or services.

Keep track of all suggestions made regarding strengths.

Some questions to consider include

i) what are your positive qualities?

ii) what achievements have you made?

iii) what resources do you have

iv) what are your specialties?

2. Determine weakness

Recognize that you may be hesitant



# SPPU-SE-COMP-CONTENT - KSKA

to identify shortcomings and open the organization to criticism.

Some example of questions to include:-

- i) Internally, what makes it challenging to achieve goals?
- ii) What are your ideas for improvement?
- iii) What helps you accomplish goals?

3. Analyze opportunities:-

The strengths and weaknesses can help you identify lucrative opportunities.

Here are some example questions to include:-

- i) Are there external resources you can use to achieve goals?
- ii) Can you benefit from any current economic or market trends?
- iii) What technology will be popular in the future?

4. Identify threats:-

- While threats are similar to weaknesses they usually haven't directly impacted you yet.
- Their presence can cause stress on the individual, making it important for us to identify them and develop plans to mitigate or eliminate their potential effects.

Here are some example questions to include:-

- i) Is market health expected to be bad or turbulent?
- ii) Do competitors have a certain edge over you?
- iii) Is your domain/field losing relevance?

Q3. why is SWOT analysis important?

Ans. SWOT is an important acronym for individuals and organizations alike in the business world.

- A SWOT analysis helps evaluate where an individual stands in a competitive market and what steps need to be taken for further strategic planning, decision-makers draw a future roadmap for the company.
- It gives us the ability to be proactive players in the market while helping it remain competitive.
- It gives us the visibility on our current status, letting us understand and measure overall individual performance.

Q4. Do a SWOT analysis of any one thing you would like to achieve.

Ans. Becoming more resourceful:-

- Strengths:-
  - good with crowds
  - Punctual
  - Eager
- Weakness:-
  - Connections
  - Schedule is cramped
- Opportunities
  - Resourceful brother, hence easier to build a roadmap
  - Online courses

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4. Threats:-

- Drop in grades due to focus on other activities
- Lack of all trades master or none.



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TRADE NO.

TRADE NO.

- Resourceful connections

- Unwillingness to take up the forefront in certain situations

WEAKNESS



STRENGTHS

- Punctuality
- Disciplined
- Focused
- Persistent
- Stubborn

Chota Gond



OPPORTUNITIES

- online courses
- Selected Domain is booming
- Extracurricular learning helps in building a good resume



THREATS



- Lack in motivation
- Selected domain losing relevancy
- Cramped Schedule might affect productivity