

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

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 areas 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~~ 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-making and draw a future roadmap for the company.
- This ~~is~~ 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:-

1. Strengths:-
- good with crowds
  - Punctual
  - Eager

2. Weakness:-
- Connections
  - Schedule is cramped

3. Opportunities
- Resourceful brother, hence easier to build a roadmap
  - Online courses

4. Threats:-

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

# SPPU-SE-COMP-CONTENT - KSKA Git



## STRENGTHS

- Punctuality
- Disciplined
- Focused
- Persistent
- Stubborn

Good  
~~Bad~~

- Resourceful connections
- Unwillingness to take up the forefront in certain situations

## WEAKNESS



## OPPORTUNITIES

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

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

## THREATS

