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Marketing Management Assignment

Question) Write SWOT analysis for any Organization.

Answer

Assume an online gifts shop”Express gifts”. Express gifts is local known brand with wide area of delivery all around Kp District . Inorder to Improve Performance it assesses its external and competitive environment . Express gifts will take advantage of its key oppurtunities for strong market growth.

 SWOT Analysis for “Express Gifts” :

SWOT Analysis for Express gifts consists of internal and external factors.

* Internal factors consists of strengths and weaknesses.
* External factors consist of oppurtunities and threats.
1. Strength for Express gifts be:
* Online door to door delivery in this age of e-commerce.
* Quick delivery method within 24 hours.
* Range of gift items is diverse covering all items.
* Serves around 1000-2000 customers annualy.
* Makes the product unique/different from other competitors.

 2)The Weaknesses For Express gifts be:

* The prices of products/items are higher than supermarkets and other stores which can limit the targeted group.
* Lack of shop Brand recognition.
* Range of items compared to supermarkets is limited.
1. Oppurtunities for Express gifts be:
* For working proffesionals who prefers online shopping,hence targeted group is increasing.
* More the customers may enable increased sales .

 3)Threats for Express gifts be:

* Depends on network availibilty .
* Intense competition from other stores,supermarkets.
* Increased publishing cost and government taxes.

Once you have completed SWOT matrix,then conduct actual analysis in which

* Use your practice Strength to take advantage of your Oppurtunities.
* Overcome Weaknesses that are roadblocks to those same Oppurtunities.
* Use your Strength reduce influence of threats.
* Eliminate the Weaknesses that are exposing your practice to threats.