**Assignments**

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**QNO.1: -**Take two companies and make SWOT analysis report for both a detail report.

While two companies may be in completely different fields and have different business models, they will share some business-related aspects of their operations. No matter how they perform their work, they have customers and employees, offer goods or services for sale and have to carry out their work to generate value. By performing a SWOT analysis on these common business aspects, looking at strengths, weaknesses, opportunities and threats, you can compare the results for any two companies and obtain insights into how they can each improve their business performance.

**External**

Threats and opportunities characterize a company's exterior environment. Even if companies operate in different markets, some parts of the economic climate and factors such as currency exchange rates, interest rates and inflation will be the same for all businesses. Typical opportunities come from technology, government policies, social trends, partnerships, cost cutting and improved quality. Typical threats are competition, regulations, rising costs, lack of qualified staff, market changes or unfavorable population trends. When performing the opportunity/threat part of the SWOT analysis, it makes sense to focus on aspects common to the two companies to make a valid comparison.

**Internal**

Internal aspects of the SWOT analysis focus on strengths and weaknesses. These are characteristics of the companies themselves rather than part of their external situation. Typical strengths are activities that employees or customers regard as strong. Activities that generate a lot of revenue and profit, unique resources or a high-quality workforce can also be strengths. Weaknesses are activities that everyone evaluates as weak, those that generate no revenue or profit and poorly trained employees. While two companies may be quite different, these characteristics are common to all businesses.

**Tabulation**

Once the assessments are complete, SWOT analysis takes place in tabular form. Each element has to be ranked in order of importance and then placed in separate tables for the two companies. An effective approach is to list strengths and weaknesses in two boxes across the top of each table and opportunities and threats in two boxes down the left side. For each company, the analysis asks how each strength can develop an opportunity or avoid a threat, and how the companies can minimize weaknesses through taking advantage of the available opportunities or minimize the threat caused by a weakness.

**Comparison**

Comparing the two tables shows how the two companies can use different combinations of internal and external factors to chart improvements in their operations. Similar strengths combined with different opportunities may lead to varying strategies. Comparing threats may result in ideas of various actions that the two companies could take to address, avoid, or remove their threats. A study of similarities and differences can give insights into how each company can implement effective change and make improvements.

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**THE END**