141 8	Explain the concept and Emportance of
	Swot analysis.
4	- Lingsus.
Aus 4	Concept of swol analysis,
	- Por of consulptions
9	SWOT analysis is a strategic management
	total that assists an enterprise in
	discouring their internal steveng his, and
	weaknesses, and external approximation,
	and threak, to determine Its competitive
	position in the market.
7 -	Eurportance of Swood analysis,
=> 1	Logical Joane work of a navysis, swar analytis equips the management with an insightful prame work for
	swar analylis equips the management
U	with an swightful prame work for
t	eliminating issues.
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2) }	resent a comparative reporty
	The analysis jacilitates in presenting
(systematic information about the
-	Present a comparative report, The analysis jacilitates in presenting systematic information about the internal and external emigrument
=) ()	treategy identifications
3	very organization has Ex strong the
u	realmess, opportunities and thereby
	to sure swor analysis as quide
	very organization has Ex strong this seakness, opportunities and thereals to the swar analysis as quide to the strategist to exact position.
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benocesses and decisions to the activites benformed in all its functional units. The brimary joins of this discipline is the conduct of the sterategic management process, which brietly much covers all the activites and functions performed to enable the arganization to cope well with