

Q4 Explain the concept and importance of SWOT analysis?

Q.1 SWOT

analysis is a vital process that help a business to evaluate its internal and external environment by identifying strengths, weaknesses, opportunities and threats

★ Strengths

Internal positive factor

★ Weaknesses

Internal negative factor

★ Opportunities

External positive factor

★ Threats

External negative factor

SWOT analysis is a fantastic process for testing out your ideas. You can undertake an accurate evaluate to determine whether you have come up with a strong and workable idea.