



B.V. Patel Institute of Management, Uka Tarsadia University

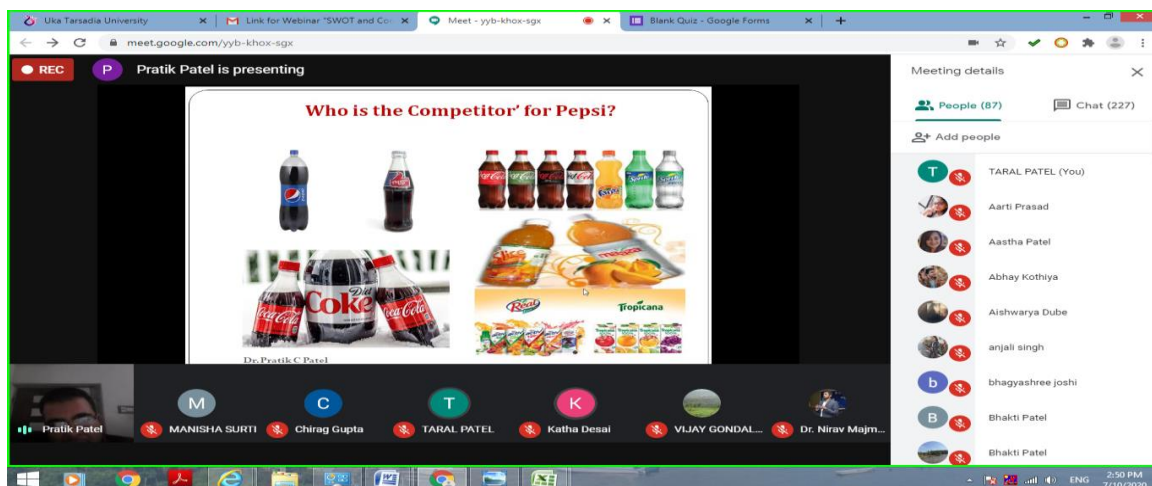
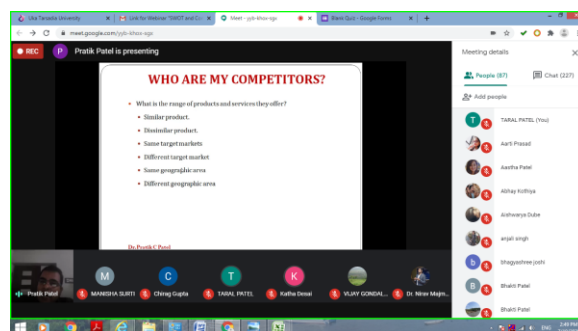
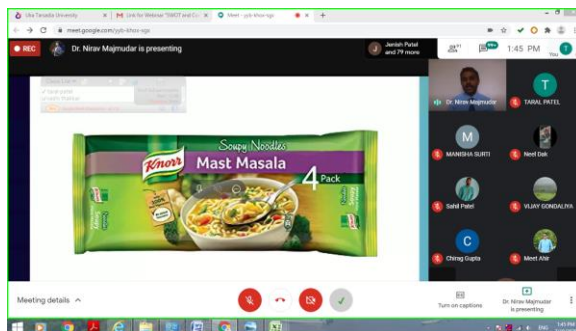


Date: 10-07-2020

Webinar on “SWOT Analysis and Competitive Analysis”:

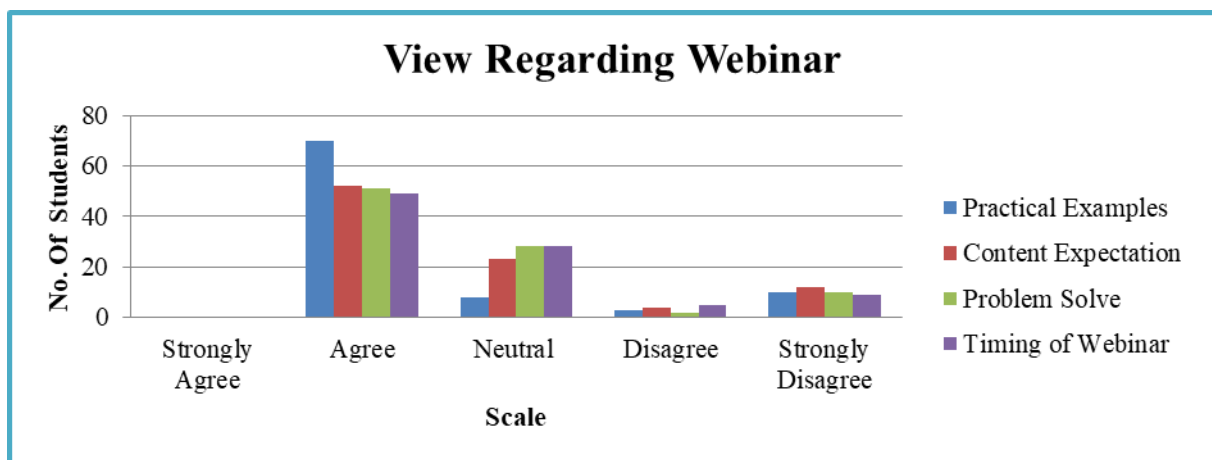
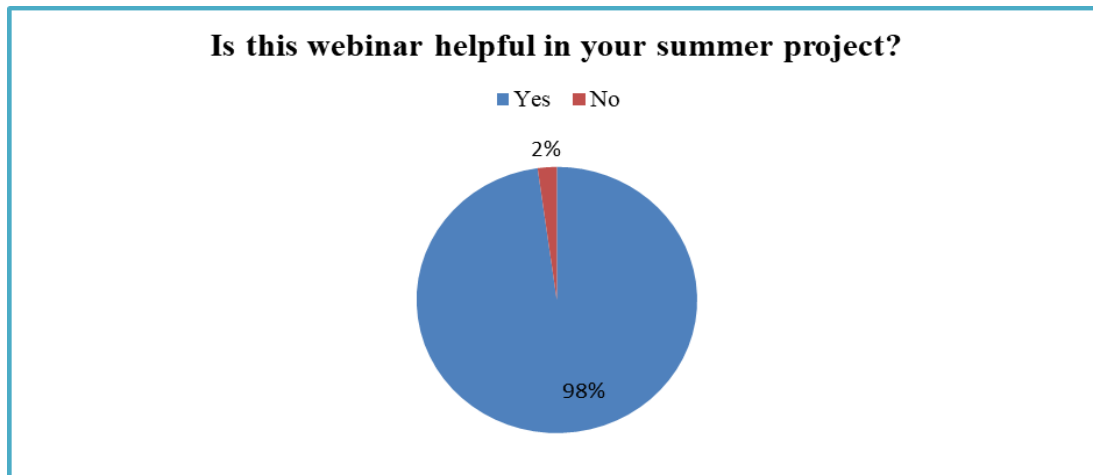
B. V. Patel Institute of Management organized webinar on “SWOT Analysis and Competitive Analysis” for 5th semester students. SWOT analysis was conducted by Dr. Nirav Majumdar, Corporate Trainer and Competitive Analysis was conducted by Dr. Pratik Patel, Assistant Professor, BRCM, Surat. Webinar was conducted on Google meet platform. Around 112 participants were registered for the webinar.

Both the topics were described with full of practical examples and real life case studies like Meggie noodles, Knor, Patanjali, Sun Feast, Toyota, Bajaj, Maruti Suzuki, Coca Cola and Pepsi etc. Students were able to perform SWOT analysis and Competitive analysis for any industry or company after attending this webinar. Students were interactive during whole session.



Feedback Analysis of Webinar on SWOT analysis and Competitive Analysis

Overall webinar was very good, knowledge based and valuable to students for further subject enhancement. This webinar was full fill it outcomes which confirmed by the students feedback. 76% Student agree with practical examples discuss in the session were very unique. 57% students give feedback content of webinar was up to the mark. 56 % and 53 % students were agree with problem resolve and timing of webinar appropriate respectively.



Common view of Students	
What you learn from SWOT analysis? SWOT Analysis is a simple but useful framework for analyzing your organization's strengths, weaknesses, opportunities, and threats. It helps me to build on what me do well, to address what I am lacking, to minimize risks, and to take the greatest possible advantage of chances for success.	What you learn from Competitive analysis? Competitive analysis is essentially how your strategy works in comparison to your competitor's strategies in today's world.