




# RAMA UNIVERSITY

w w w . r a m a u n i v e r s i t y . a c . i n

## E-Content BCH-601 : Business Policy

### Lecture 35

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

- 
- There are certain limitations of SWOT Analysis which are not in control of management. These include-
  - Price increase;
  - Inputs/raw materials;
  - Government legislation;
  - Economic environment;
  - Searching a new market for the product which is not having overseas market due to import restrictions; etc.



Internal limitations may include-

- Insufficient research and development facilities;
- Faulty products due to poor quality control;
- Poor industrial relations;
- Lack of skilled and efficient labour; etc

# SWOT Analysis of Google

