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“COVID-19: A SWOT ANALYSIS”

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Abstract: The ‘strengths’, ‘weaknesses’, ‘opportunities’ and ‘threats’ (SWOT) Analysis is a management tool, which is used in the organisation to find out its strengths and weaknesses as a micro environment, Opportunity and threats as Macro Environment . The basic Purpose of SWOT Analysis is to utilize the knowledge of organization properly what it has about its environment and to prepare and formulate its strategy based on it.

At present we are fighting with Covid-19 pandemic. We can see the effect of this pandemic globally. Government and health authorities are taking vigorous action for controlling it but still it is increasing at the fast rate. As one side this pandemic has large negative impact on the public, society, Nation and even world but on the other hand it also has positive impact somewhere.

The study includes the both side (Negative and Positive) of covid-19, its strengths, weaknesses, opportunities and threats in current scenario.

Index Terms - Covid-19, Pandemic, Strengths, Weaknesses, Opportunities and Threats.

I. INTRODUCTION

The SWOT analysis is a process of identifying the capability or competency with the fault and deficiency of an organisation as internal factors on one side and opportunities with the ultimatum as external factor on another side. The organizations are involved in strategic planning as a strategic management tool which is more effective and helpful for organization to be more productive. The strategic Management process includes the Internal and external analysis as a part of SWOT analysis based on which an organization can choose the appropriate strategy to implement for their success. It is a Theoretical, Traditional and effective situation analysis technique used in the field of Public relation, Marketing, Online business, Advertising and even in engineering and all fields which requires strategic Planning. In this study there is strive for including one new field for SWOT Analysis.

Covid-19 Pandemic comes in Dec.2019 caused by novel Corona virus began in Wuhan, China. It spread very fast in many countries. In India it was reported on 30th Jan.2020.The Ministry of health and Family Welfare and Government are continuously making various plans to control the spreading of this pandemic. The provision of the “Epidemic Diseases Act 1897” have been invoked and many commercial establishment and educational institutions have been shut down, not only India it effects 210 countries and territories as on 25 April 2020. It creates Fear, Mental stress, Distrust, Psychological and Physical effects on public, but at another side it shows some positive impact on Environment, human being and for cultural and social values. This analysis will be helpful for making current action plans and strategies to survive and cope with it as well as future plans for individual, social, community and nations growth.

II. OBJECTIVE

The main purpose of this study is to:

1. Provide an understanding of SWOT Analysis.
2. Highlights on Covid-19 Pandemic.
3. Identify the strength, weaknesses, Opportunity and Threats in terms of Covid-19.

III. METHODOLOGY

The paper aims at providing an understanding the concepts of SWOT analysis in relation to Covid-19. The study is based upon the secondary data. For this purpose literature related to the topic from different databases, websites and other available sources were collected such as books, journal e-papers. Current Webinars on the same topic were useful to collect the information regarding the pandemic.

IV. CONCEPT OF SWOT ANALYSIS

SWOT analysis is basically used in the organization which enables it to shift from the everyday problems and conventional strategies to a new and modern prospective. At present it is used for various situations to overcome from it and make a strategic plan for future, because of this reason SWOT analysis is called as situation analysis. The basic elements of SWOT analysis are as follows-

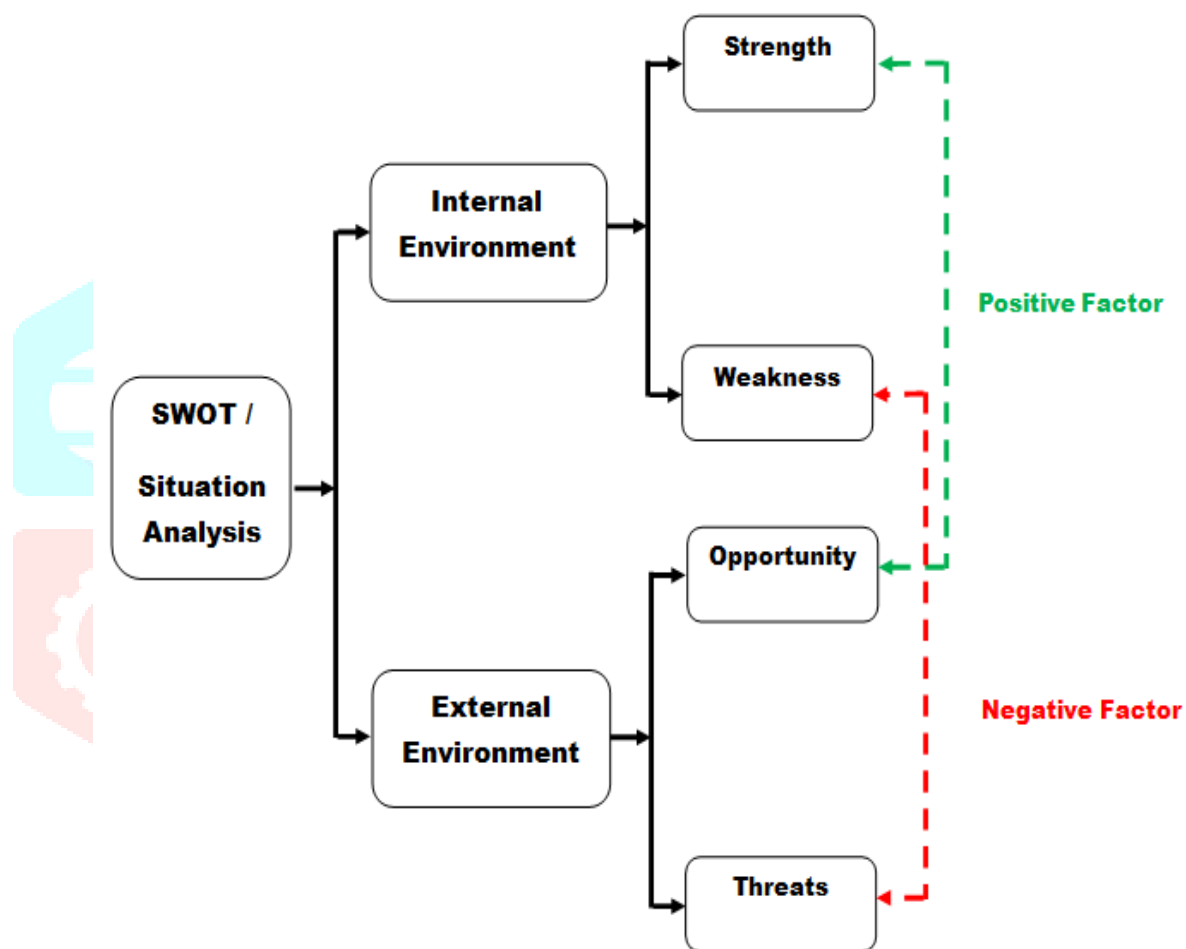


Fig1. SWOT Analysis Structure

Strength (Internal positive Factor)- In terms of Organization and Individual it includes the Potentiality of them as an advantage to reach at a specific goal. Strengths are Positive substantial and insubstantial attributes internal to an organization or individual.

Weaknesses (Internal Negative Factor)- Weaknesses of those attributes in which an organization and Individual lack. These attributes are treated as disadvantages for them. They are called as hurdles to attain their goal.

Opportunities (External Positive Factor)- It is a suitable time and convenient situation for an organization and individual that exist in the environment. “Opportunities are conditions in the external environment that allow an organization to take advantage of organizational strengths, overcome organizational weaknesses or neutralize environmental threats” (Harrison and St. John, 2004: 164).

Threats (External Negative Factor) - Those attributes which makes organization difficult to attain their goal . They are referred as unfavorable situation because of this reason they have negative characteristics. These factors may beyond the control of organization or individual.

	Internal Positive	Internal Negative
External Positive	S+O	W+O
External Negative	S+T	W+T

Fig 2. SWOT Analysis Grid

1. **Internal Positive and External Positive factors**:- Strength and Opportunities comes under this Heading. When an organization and individual used their internal strength to grasp the Opportunities exist in the environment. It Present the Positive impact on them.
2. **Internal Positive and External Negative Factors**- The combination of these factors are Strength and threats, the organization and Individual uses its strength to avoid or remove the external threats.
3. **Internal Negative and External Positive Factors**- It includes Weaknesses and Threats used by a firm or a person to remove those weaknesses an organization or individual have by taking the advantages of Opportunity.
4. **Internal Negative and External Negative Factors**- Both the factors are negative .It comprises Weaknesses and Threats. The organization or an individual aims at removing their weaknesses and avoiding the external threats as there is no control of the firm on this attribute.

V. SWOT / SITUATION ANALYSIS IN TERMS OF COVID-19

The SWOT Analysis technique in its historical perspective was mainly related to the field of business such as Marketing, advertising, e-commerce, Public Relation etc. Subsequently this technique is used for various field, Which requires strategic plans or action plans for achieving some specific goals. Today the overall world is fighting with Covid-19 Pandemic so there is need to analysis the Pandemic to make action plan and future plans for the sake of Humanity, Economic stability and growth of the nation. The process of SWOT analysis Is as follows-

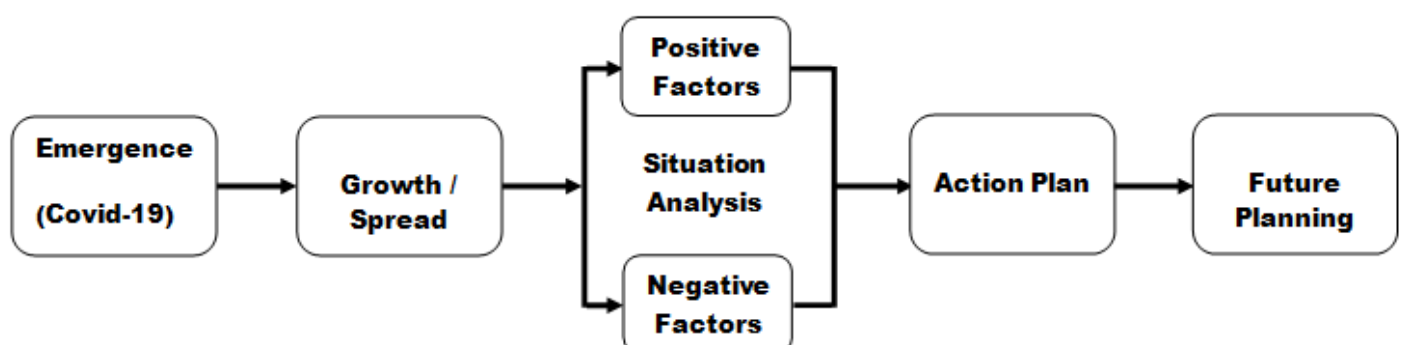


Fig3. SWOT / Situation Analysis Process in terms of Covid-19

Emergence

The very first process of SWOT analysis in terms of covid-19 is emergence. Covid-19 Pandemic comes in Dec.2019 caused by novel Corona virus began in Wuhan, China. It spread very fast in many countries .In India it was reported on 30th Jan.2020. The name Covid-19 was announced on 11 February by the World Health Organization. The director general, Tedros Adhanom Ghebreyesus, said: “We had to find a name that did not refer to a geographical location, an animal, an individual or group of people, and which is also pronounceable and related to the disease. Having a name matters to prevent the use of other names that can be inaccurate or stigmatising.”

Growth

Second point in the process of SWOT analysis of Covid-19 shows growth. The World Health Organization recognizes it as a pandemic on 11th march 2020. At present it is affecting 213 countries and territories around the world and two international conveyances. It affects human lives in many ways till now.

Positive and Negative factors Analysis

This step includes the analysis of Positive and Negative factors include in covid-19.The strength and Opportunities as advantages, weakness and threats as disadvantages.

Action Plan

Based on the above analysis the plans currently made and implemented by the Government in the form of lockdown, social distancing, Awareness campaigns and information, guidelines for safety and prevention.

Future Plan

The plans which will take time to implement and will show the impact on future comes under the last step. It includes the future planning for the improvement in economy, growth of small scale industries, generate employment.

<p style="text-align: center;">Strength</p> <ol style="list-style-type: none"> 1. Environmental impact 2. More intimate and cordial family relations. 3. Increases belongingness towards other. 4. Value for culture and tradition. 5. Moves towards yoga and Spirituality. 6. Reduction in stress due to work pressure. 7. Changes in eating habit improve immunity. 	<p style="text-align: center;">Weakness</p> <ol style="list-style-type: none"> 1. Normal business activities affected negatively in every field. 2. Increases mental illness and fear. 3. Reduced Physical activity. 4. Increase in domestic violence. 5. Down fall of Traditional marketing 6. Increased wastes and reduction of recycling. 7. Socioeconomic disruption such as postponement or cancellation of sporting religious political and cultural events.
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Promotes Digital marketing. 2. A way to increase the field of agriculture and promotes SME'S. 3. Start adding increase work from home. 4. More focus on digital technology (e-payment, e-learning, e-commerce). 5. Promotes Construction work to make the house as an office. 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Economic instability. 2. Global market Fall down. 3. Problem of Migrated manpower utilization. 4. Caused the largest Global recession in history.

Fig4. SWOT Analysis for covid-19

The above figure is an analysis of covid-19 which includes-

1. Benefits or advantages as strength of covid-19.
2. Disadvantages or risk factors involved in covid-19 as weakness.
3. Advantageous attributes exists in the environment as Opportunities.
4. Alert or ultimatum for future as a Threats.

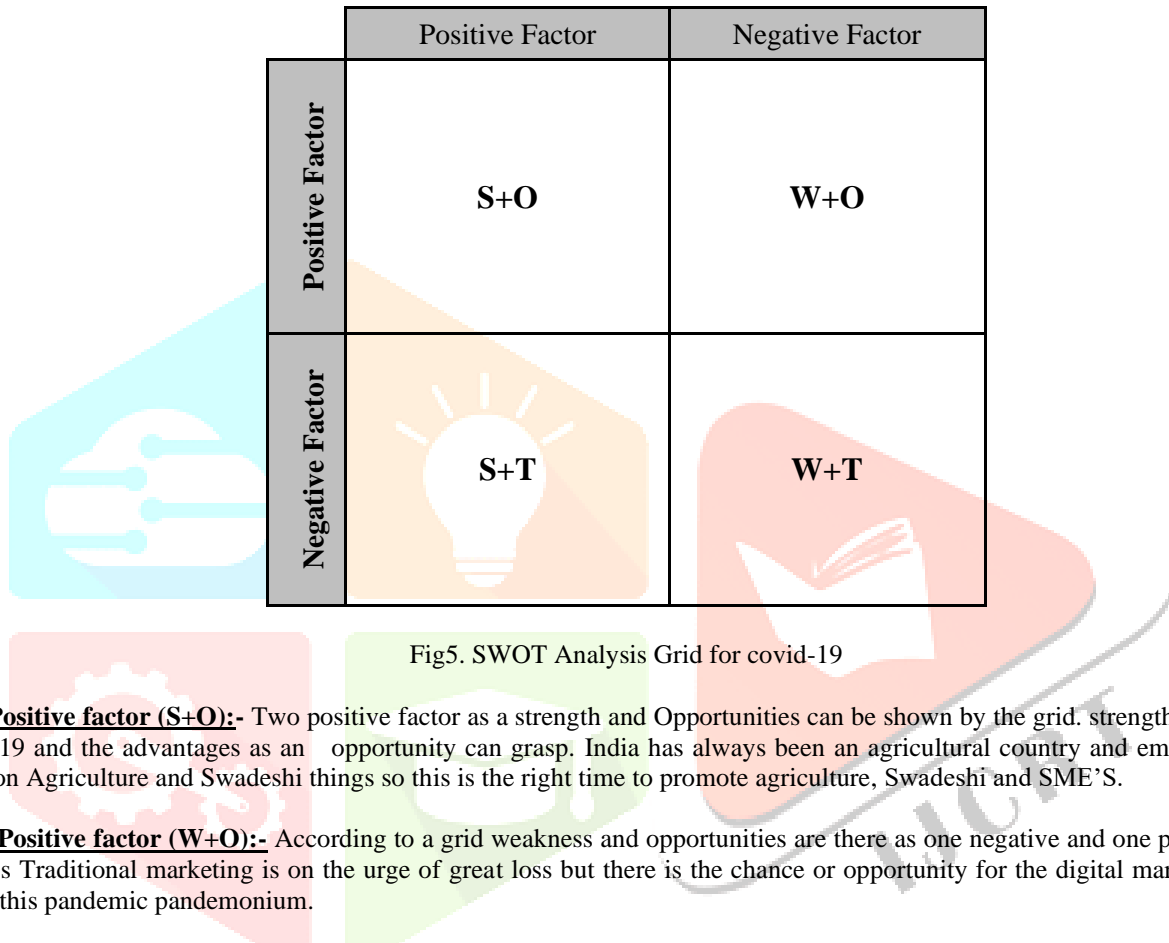


Fig5. SWOT Analysis Grid for covid-19

Positive-Positive factor (S+O):- Two positive factor as a strength and Opportunities can be shown by the grid. strengths are present with the covid-19 and the advantages as an opportunity can grasp. India has always been an agricultural country and emphasis has always been laid on Agriculture and Swadeshi things so this is the right time to promote agriculture, Swadeshi and SME'S.

Negative-Positive factor (W+O):- According to a grid weakness and opportunities are there as one negative and one positive factor. As a weakness Traditional marketing is on the urge of great loss but there is the chance or opportunity for the digital marketing which will also up in this pandemic pandemonium.

Positive- Negative factor (S+T):- Strength and threats when matched together: shows positive and negative attributes. As an ultimatum our global market is on the urge of great downfall but this will give rise to traditional way of production of different things which will promote Swadeshi. Construction is been totally stopped or locked but work from home by the people in this lockdown promoting construction techniques as they are maintaining their home as an office.

Negative-Negative factor (W+T):- Covid-19 has given rise to the weakness like-Mental illness, Domestic violence, Absence of religious and public gatherings, there is ultimatum of economic Instability and global market downfalls, but focus or emphasis should be on the strengths and opportunities to reduce the effect of threats.

VI. CONCLUSION

The role of SWOT analysis in various fields cannot be underestimated. The four elements (SWOT) must be properly identified and effort should be made to analyze them to reach at the proper conclusion. Based on the SWOT analysis of the COVID-19, this study explains that there are many positive factors or attributes with the negative prospects of this pandemic. In this pandemic there is a major issue of Utilization of man power in different regions of the country. Suppose People from Maharashtra and Gujarat are immigrating to their home states this is giving rise to the crisis of Man Power in the state but surplus of man power in their home state, so proper utilization of man power is great challenge. The government undertook many initiatives to defend the country against covid-19. However, to devise an effective strategy for fighting covid-19 while minimizing risks and maximizing results, it is crucial to identify the positive and negative factors correctly. The action plans are made and implemented in the form of lockdown, social distancing, Awareness campaigns and information, guidelines for safety and prevention by the government. The future plans are also prepared to cope with the global market and economy, but during the current situation there should be more focus on how to reduce the infection and save human lives.

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