Intro to Marketing – Whelan Fall 2019
SWOT Marketing paper assignment
Submitted by Shawn Smith

SWOT analysis for [India] (Developing Country)

Competitor Group: Developed Countries (USA, Japan and France)
Other Developing Countries (Those within the Asian continent: China, South Korea, Thailand, Russia, Malaysia, and Taiwan)

Situation: India exhibits a dual economy, which signifies there is an inequality in the distribution of money between the rich and the poor classes. The country is rapidly transitioning to a free market economy, yet outdated economic policies still hinder them from major advancement.

Advantages	Disadvantages
Strengths - Large population of youth which will be able to contribute to the labor force in the near future - One third of the labor force specialize in services such as information technology, international business, and software engineering. (Two-thirds of economic output) - Strong agricultural sector, nearly half of the labor force is employed here - Best in solar energy production - Large percentage of English speakers - Self-sufficient in food production (2nd largest food producers) - Great geographical location, free markets are shifting towards Asian nations	Weaknesses - Overpopulation leading to higher unemployment, and more poverty - Below world average per capita income - Discrimination against women and girls, preventing them from advancing - Poorly chosen investments and subsidies - Inadequate availability of higher education - Sub-par transportation and agricultural infrastructure - The top 1% in India accounts for half the total wealth of the country (hence the dual economy) - 2nd most poor people in the world

Opportunities	Threats
- Transition to a less-heavily regulated open market economy will continue to accelerate the annual growth - Comparative advantage on outsourced labor provides an opening for global expansion and foreign investment - Monsoon season could harbor an efficient collection of rainwater reserves to eradicate water shortages - The creation of new job markets could lead to the closing of the gap between the poor and working class - Investment in business because labor costs are low - Relaxed entry barriers provide firms with a chance to challenge certain industries & produce more	- Serious competition in the manufacturing sector from its neighboring country China. - Pakistan poses threats to national security - Climate changes are catalyzing India's water shortages, and decreasing air quality - Drastic climate changes are impeding India's growth in its major cities - Inability to provide consistent electricity & power means - Corruption - An alarming rate of Hypertension (high blood pressure) is plaguing the Indian youth - Regional competitions, large markets like China and Japan are direct competitors

Summary of key SWOT items:

Approximately 66% of India's GDP income comes from the service industry, yet nearly half the population is employed in the agriculture sector, despite their inefficient farming methods, India is incredibly self-sufficient and able to provide food for its people without outsourcing food production. Since a large portion of Inidan natives speak English they are a prime supplier of outsourced IT support, not to mention the low labor costs. The country's top notch ability to produce renewable solar energy might be able to make up for the lack of power generation and distribution, plus it's less expensive. Many impoverished Indians feel discouraged to try and climb the social ladder because of the major imbalance in wealth distribution, but if more affordable educational opportunities are created, the balance of wealth may begin to shift.

Recommended Marketing Strategy:

Since India possess such an immense population of young people eager to join the workforce, the country should focus its efforts on investing in higher education capital like Universities, and Institutions that can provide the youth with a platform to learn valuable skills, knowledge and help the country expand its population of skilled laborers. India has been relaxing its stronghold on state-owned business sectors since the late 90s which has resulted in consistent annual growth and more privatized success. Agriculture is one of India's strongest sectors, harboring close to 50% of the population, yet the country lacks up-to-date cultivation equipment and infrastructure preventing them from becoming a global powerhouse that produces internationally. India should begin subsidizing agricultural production to increase the yields, and make the sector more appealing to foreign investors, while simultaneously helping to reduce the number of starving citizens. The information technology, and business outsourcing sector continues to headline India's output, which they should capitalize upon by establishing headquarters in foreign markets to compete with domestic suppliers, and undercut their working costs. One of India's most major concerns is their inability to urbanize and found new cities because of its lack of access to power generation and sustainability. But India is also the greatest producer of solar energy so if they can manage to maximize their solar energy potential, then the expansion would be much more feasible. In summation, India is headed in the right direction, with a large population of young adults ready to lead the charge but need more guidance through education which can then lead them to expand the job industry, and globalize quicker.