



A STUDY ON SWOT ANALYSIS OF MULTINATIONAL COMPANY IN COIMBATORE CITY

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ABSTRACT

This study aims to conduct a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of multinational companies (MNCs) operating within Coimbatore city, Tamil Nadu, India. Coimbatore, a growing industrial and educational hub, attracts increasing foreign investment and hosts a diverse range of MNC operations across various sectors. This research seeks to identify the internal strengths and weaknesses of these MNCs and evaluate the external opportunities and threats present in the Coimbatore business environment. The analysis will consider factors such as the skilled local talent pool, cost-effectiveness of operations, existing infrastructure, competition from local players, regulatory landscape, and market dynamics specific to Coimbatore and the broader Indian context. By examining these elements, this study intends to provide valuable insights for MNCs looking to establish or expand their presence in Coimbatore, as well as for policymakers seeking to foster a favorable ecosystem for multinational investment and growth in the region. The findings will highlight strategic advantages that MNCs can leverage, areas where they need to improve, potential avenues for expansion, and challenges they must navigate to achieve sustainable success in the Coimbatore market. Furthermore, this research will briefly touch upon the implications of the identified SWOT factors for the local Coimbatore economy, including job creation, technology transfer, skill development, and the overall competitiveness of the regional business environment, thereby highlighting the broader significance of understanding the strategic positioning of MNCs within the city.



1. INTRODUCTION

SWOT is an acronym that stands for Strengths, Weakness, Opportunities and Threats. As a company plans its next move, it should consider all of these things before proceeding. The plan's strengths and weakness are factors within the company's control. The company can then work to make the most of its strengths and eliminate the weaknesses. Opportunities and threats, on the other hand, are external factors with the community that could affect the project's success. The company does not have much control over these situations.

Performing a SWOT Analysis of a particular idea means that you are thoroughly thinking through every aspect of the project before getting started. This allows you to estimate the project's success before investing a lot of time and capital. It can also give you confidence that you are on the right track. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

A Multinational corporations (MNC) or enterprise (MNE) is a corporation or an enterprise that manages production or delivers services in more than one company. It can also be referred to as an international corporation.

Strengths are defined as the best thing every company does in its range of activities that can give it hold on its competitors. Weaknesses are used in areas in which improvement of the business or brand is necessary. Opportunities are the environmental avenues around the enterprise that can be used to increase its income. Threats are environmental factors that can adversely affect business growth.

2. LITERATURE OF MAIN CONTENTS

2.1. OBJECTIVE OF THE STUDY

- To analysis of external and internal factors.



- To discuss key items for the management of the organization, this involves establishing priorities for action.
- To prepare strategic options: risk and problems to solve.
- To analysis and diagnosis of the company's strengthening positive points, indicating which points should be improved, chances of growth, increasing opportunities, etc...

2.2. SCOPE OF THE STUDY

SWOT is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities and threats to a project. It involves specifying the objective of the project and identifying the external and internal factors that are favorable and unfavorable to achieving that objective. The strengths and weaknesses usually arise from within an organization and the opportunities and threats from external sources.

2.3. STATEMENT OF THE PROBLEM

- The risk of capturing too much data may lead to paralysis by analysis.
- The data may be based on assumptions that later prove to be unfounded.
- Access to quality internal data sources can be time consuming and politically difficult.
- It lacks detailed structure, so key elements may get missed.
- To be effective, the process needs to be repeated on the regular basis.

2.4. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the people.

2.5. COLLECTION OF DATA



The data was collected through questionnaire.

- The sample size was 105.
- The area of study was Coimbatore.
- Data used in this study was both primary and secondary data.

3. ANALYSIS AND DISCUSSION

TABLE 3.1
TABLE SHOWING WHICH PRODUCTS OF WIPRO USING BY THE RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
DESKTOPS	48	45.7%
PACKAGED SOFTWARE	32	30.5%
ENTERPRISE SERVERS	8	7.6%
ENTERPRISE PRODUCTS	17	16.2%
TOTAL	105	105%

SOURCE: Primary data

INTERPRETATION: The above table indicates that the 45.7% of the respondents are using desktops, 30.5% of the respondents are using packaged software, 16.2% of the respondents are using enterprise products and 7.6% of the respondents are using enterprise servers.

INFERENCE: Majority 45.7% of the respondents are using desktops.



CHART 3.1

CHART SHOWING WHICH PRODUCTS OF WIPRO USING BY THE RESPONDENTS

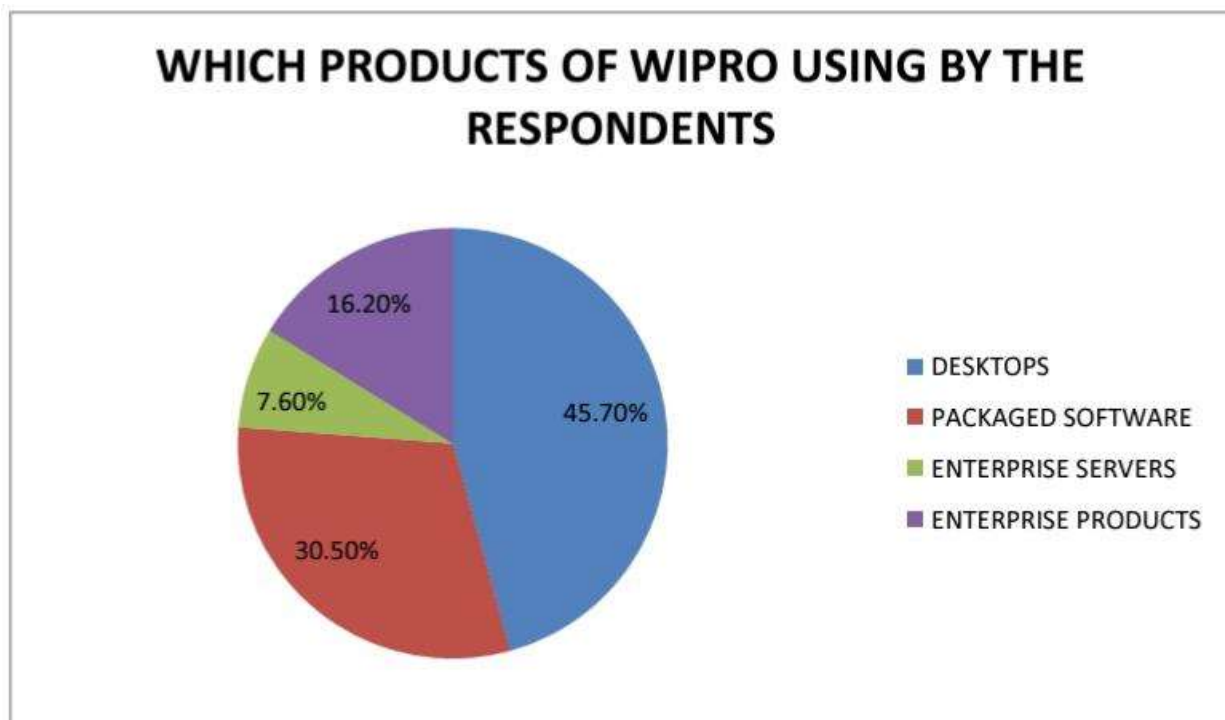




TABLE 3.2

TABLE SHOWING SINCE HOW LONG YEARS THE WIPRO PRODUCTS ARE USING BY THE RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
0-1 YEAR	40	38.1%
1-2 YEARS	35	33.3%
2-3 YEARS	11	10.5%
MORE THAN 3 YEARS	19	18.1%
TOTAL	105	105%

SOURCE: Primary data

INTERPRETATION: The above table indicates that the 38.1% of the respondents are using the Wipro products for 0-1 year, 33.3% of the respondents are using the Wipro products for 1-2 years, 18.1% of the respondents are using the Wipro products for more than 3 years and 10.5% of the respondents are using the Wipro products for 2-3 years.

INFERENCE: Majority 38.1% of the respondents are using Wipro products for 0-1 year.



CHART 3.2

CHART SHOWING SINCE HOW LONG YEARS THE WIPRO PRODUCTS ARE USING BY THE RESPONDENTS

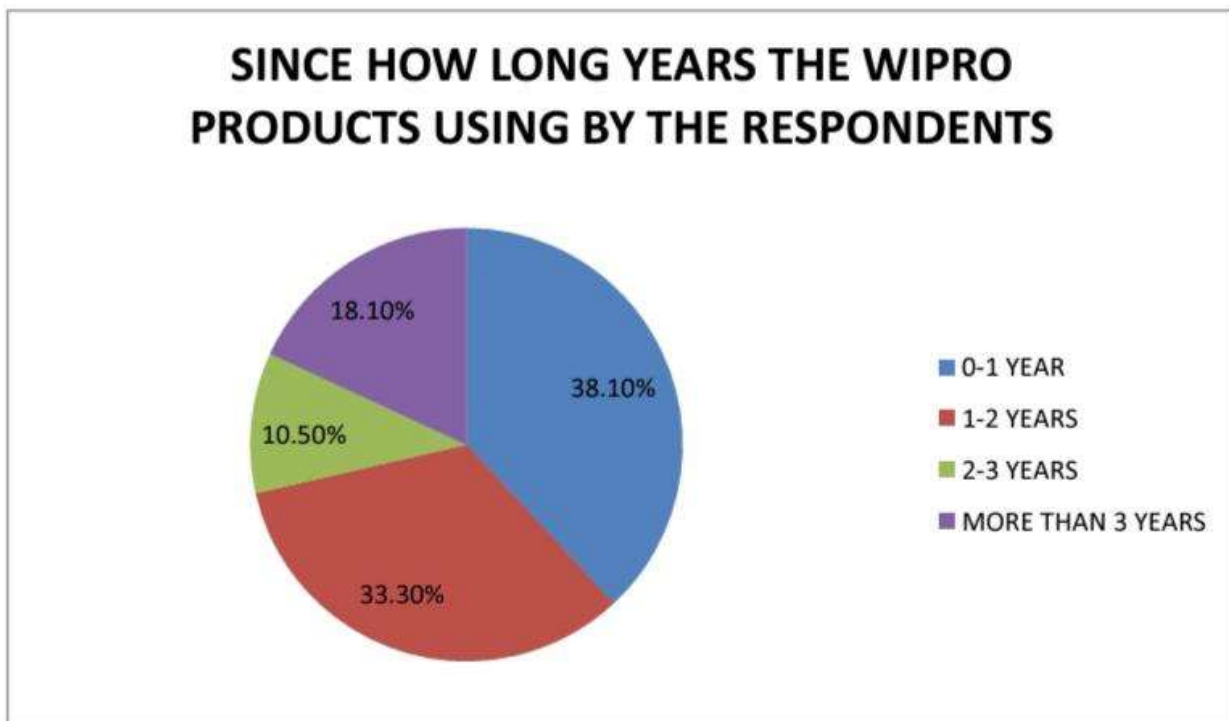




TABLE 3.3

**TABLE SHOWING REASON FOR USING THE PRODUCTS OF WIPRO
COMPANY BY THE RESPONDENTS**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
PRICE	31	29.5%
APPEARANCE	24	22.9%
QUALITY	44	41.9%
FUNCTION	6	5.7%
TOTAL	105	105%

SOURCE: Primary data

INTERPRETATION: The above table indicates that 41.9% of the respondents are based on quality, 29.5% of the respondents are based on price, 22.9% of the respondents are based on appearance and 5.7% of the respondents are based on function.

INFERENCE: Majority 41.9% of the respondents are using Wipro products for the reason quality.



CHART 3.3

CHART SHOWING REASON FOR USING THE PRODUCTS OF WIPRO COMPANY BY THE RESPONDENTS

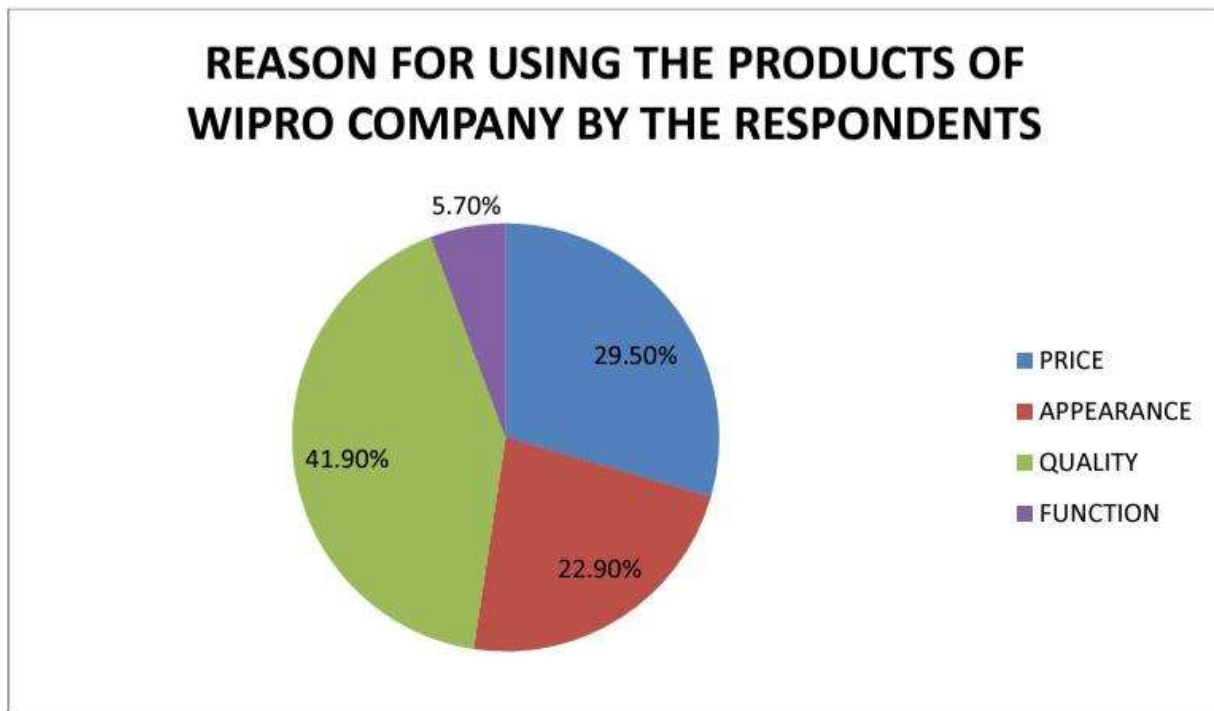




TABLE 3.4

**TABLE SHOWING HOW FREQUENTLY DO YOU CHANGE PRODUCTS
OF WIPRO COMPANY BY THE RESPONDENTS**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
0-2 YEARS	38	36.2%
2-4 YEARS	32	30.5%
MORE THAN 4 YEARS	17	16.2%
NEVER CHANGE	18	17.1%
TOTAL	105	105%

SOURCE: Primary data

INTERPRETATION: The above table indicates that 36.2% of the respondents are frequently changes the Wipro products in 0-2 years, 30.5% of the respondents are frequently change the Wipro products in 2-4 years, 17.1% of the respondents never change and 16.2% of the respondents are changed the Wipro products more than 4 years.

INFERENCE: Majority 36.2% of the respondents are frequently changing the Wipro products for 0-2 years.



CHART 3.4

**CHART SHOWING HOW FREQUENTLY DO YOU CHANGE PRODUCTS
OF WIPRO COMPANY BY THE RESPONDENTS**

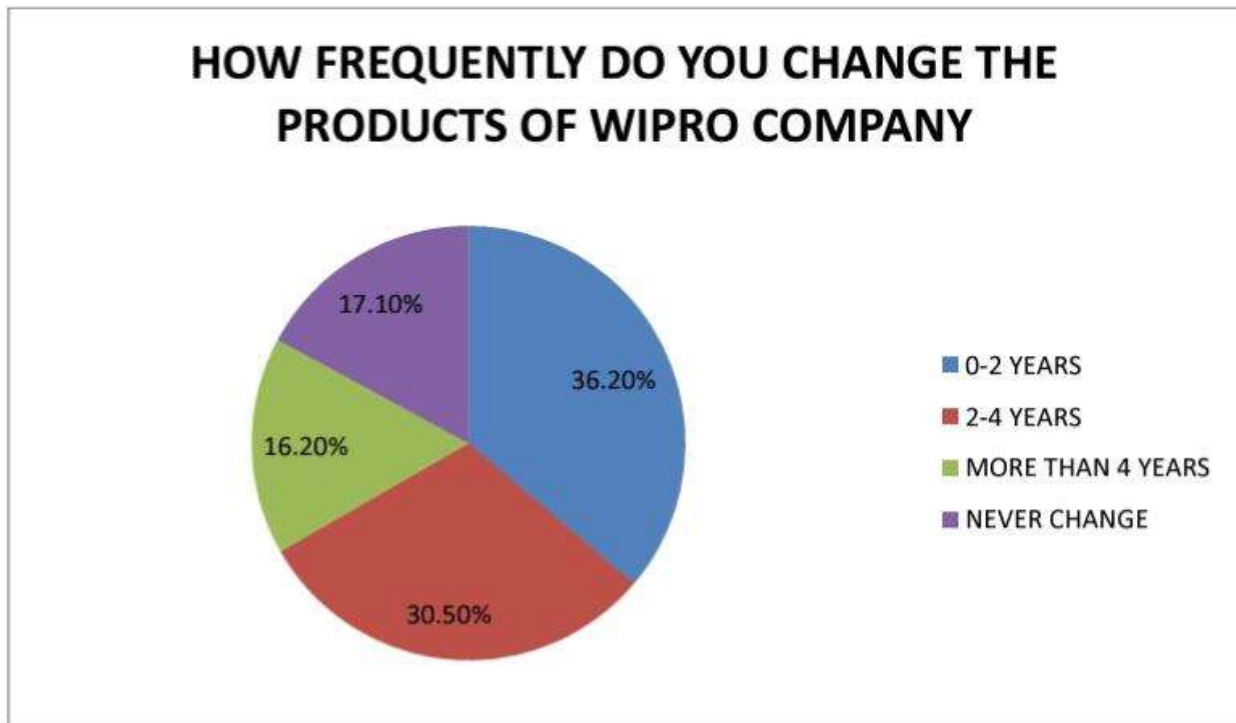




TABLE 3.5
TABLE SHOWING WHICH ADDITIONAL AFTER SALES SERVICE YOU
DESIRE THE MOST BY THE RESPONDENTS

FACTORS	NO OF RESPONDENTS	PERCENTAGE
WARRANTY	38	36.2%
REPLACEMENT	27	25.7%
AVAILABILITY OF SPARES	29	27.6%
QUICK SERVICE	11	10.5%
TOTAL	105	105%

SOURCE: Primary data

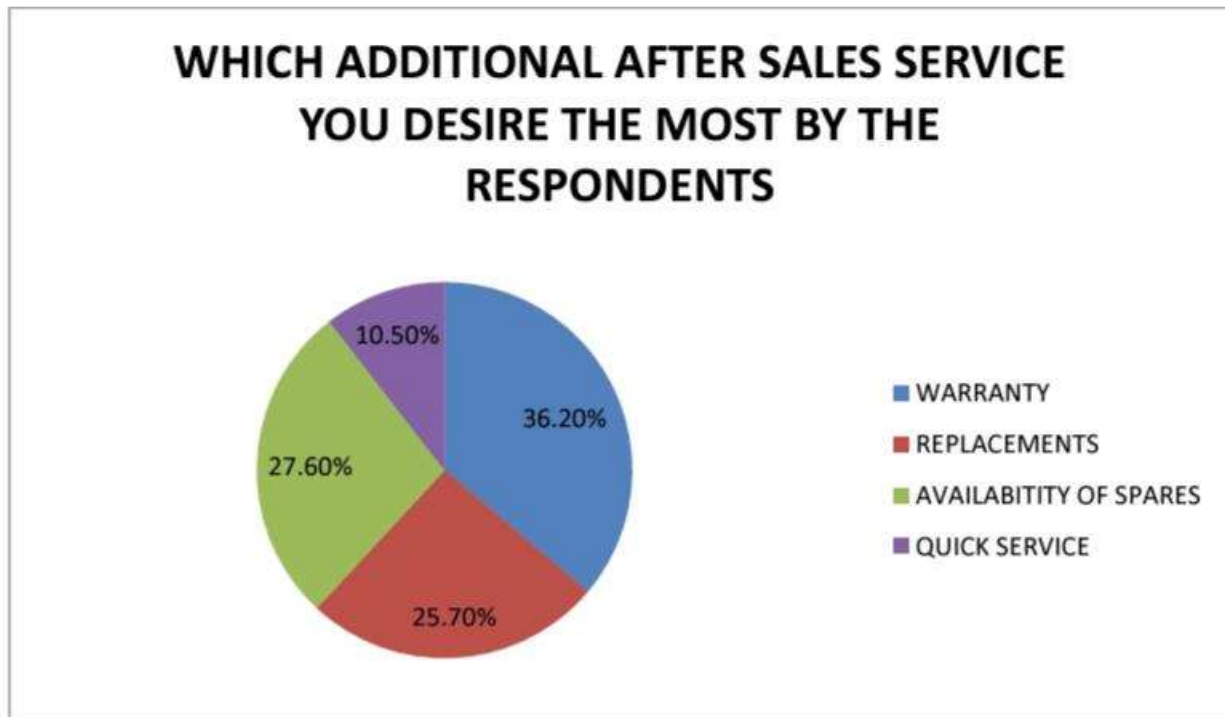
INTERPRETATION: The above table indicates that 36.2% of the respondents are expecting warranty, 27.6% of the respondents are expecting availability of spares, 25.7% of the respondents are expecting replacements and 10.5% of the respondents are expecting quick service.

INFERENCE: Majority 36.2% of the respondents' desire warranty as additional after sales service.



CHART 3.5

CHART SHOWING WHICH ADDITIONAL AFTER SALES SERVICE YOU DESIRE THE MOST BY THE RESPONDENTS





4. CONCLUSION

Wipro is a well-established IT services provider with a strong global presence and a diversified service portfolio. By capitalizing on its strengths, addressing its weaknesses, seizing opportunities, and mitigating threats, Wipro can maintain its competitive edge and achieve sustained growth. In the ever-evolving tech industry, Wipro's ability to adapt, innovate, and prioritize cyber security will be crucial for its future success.

Wipro is a strong player in the global IT services market, with a solid foundation and a diverse portfolio. By addressing its weaknesses and capitalizing on its opportunities, Wipro can maintain its competitive edge and achieve sustained growth. The company must remain agile and adaptable to navigate the challenges of the dynamic technology landscape. It's important to note that a thorough SWOT analysis is an ongoing process and should be regularly updated to reflect changes in the market and the company's internal environment.

5. REFERENCE

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