Abstract- The increasing global competitiveness has deliver the design of plant and machinery more sophisticated and complex. The maintenance reason has gotten to be essential and its responsibility has expanded. SWOT (Strength, Opportunity, Weakness, and Threats) analysis is one of the approach to undertake a more structural analysis to formulate the best study. The study demonstrate that “Competition” and “Increment in expectation of Customers”. This structured method involved in a project or business venture. In this scenario the task of maintenance is handling more efficiently. If the maintenance strategies are formulated and assessed using a well structure path. This information helps the maintenance management team carry out the trade of exercise effectively. The implementation the approach would ultimately lead to higher productivity with requisite amount of product quality. Also every unit must be aware of their Strength, Opportunity, Weakness and Threats. To succeed in any field, weakness must be taken through strength and threats must be transferred into opportunities.

Keywords-SWOT Analysis, maintenance strategy, deployment, customer need

I. INTRODUCTION

SWOT analysis can help you determine if it's a good enough idea to move forward. Through precise analysis, you can escape costly mistakes. The aim of SWOT analysis is to identify the extent to which the modern strategy of an organization and capable of dealing with the modification taking place in the business environment. A SWOT also can be considered a high-level uncertainty management tool. By taking both an internal and external judgment of capabilities, resources and influences, an bureau will be able to identify what elements are within their business model to address, and what element could potentially impact operational activities or program directions.

II. SWOT ANALYSIS

The SWOT Analysis is a business analysis technique. In which organization can change for each of its items, services and markets on the deciding on the best way to acheive future growth. for completion of swot analysis should help to decide which market segments offer you best opportunities for success and production improve over the life cycle of your product or service. SWOT analysis can help associations in their strategic arranging process, and in coordinating their capacities and assets to the aggressive environment in which it does its operations. SWOT examination is a dynamic part of an association's business and administration improvement process. It involves the gathering of data relating to external and internal components which might affect the association's advancement. [1]
III. SWOT ANALYSIS EXAMPLE

The Audi AG - SWOT Investigation organization profile is the key hotspot for top-level organization information and data. Audi AG - SWOT Investigation looks at the organization's key business structure and operations, history and items, and gives synopsis examination of its key income lines and technique. Audi is a Germany-based organization, which outlines and delivers cars. With its two brands Audi and Lamborghini, the Audi is dynamic both in the premium and supercar fragments. It is headquartered in Ingolstadt, Germany and utilized 58,011 individuals. The organization recorded incomes of E29,840 million ($41,615.8 million) amid the monetary year finished December 2009 (FY2009), a decay of 12.7% diverged from FY2008. The decrease in incomes was because of consistently prompted downturn in vehicle deals, combined with lower motor deals in FY2009. The working benefit of the organization was E1,604 million ($2,237 million) amid FY2009, a diminishing of 42.1% contrasted with FY2008. The net benefit was E1,300 million ($1,813 million) in FY2009, a lessening of 40.3% appeared differently in relation to FY2008. Degree of the Report - Gives all the critical data on Audi AG required for business and contender knowledge needs - Contains an investigation of the major interior and outer variables influencing Audi AG as a SWOT investigation and also a breakdown and examination of driving item income surges of Audi AG - Information is supplemented with subtle elements on Audi AG history, key officials, business portrayal, areas and backups and in addition a rundown of items and administrations and the most recent accessible articulation from Audi AG Motivations to Buy - Bolster deals exercises by comprehension your clients' organizations better - Qualify forthcoming accomplices and suppliers - Stay up with the latest on your rivals' business.[2]
2.1 INTERNAL ANALYSIS
The internal analysis of your organization should involve its culture, expertise, resources and great quality inside the commercial center. The initial two letters in a phrase, S (Strengths) and W (Weaknesses), refer to internal factors.
[1] Financial resources, such as funding, sources of salary and investment opportunities
[2] Physical assets, for example, your organization's area, facilities and elements are
Human resources, such as employees, volunteers and target group of audiences
[4] Modern processes, such as programs, office chains of importance and programming frameworks

2.2 EXTERNAL ANALYSIS-
External factor influence and affect environment your association works in its business sector, biological community, and of the third parties involved. External factors typically reference things your organization don't control, such as:
[1] Market features, like new products and technology or shifts in gathering of people needs -
Economic patterns, for example, nearby, national and international financial features such as
[2] Financing, for example, donations, governing body and different sources
[3] Demographics, such purpose as audience's age, race, gender and civilization
[4] Relationships with suppliers and partners
[5] Political, environmental and economic regulations

2.1.1 STRENGTHS-
[1] Extensive ranging and multidisciplinary research
[2] Teams able to implement test environments
[3] Strong process ability and systemic thinking
[4] Good industry cooperation and structure
[5] One Centre of major, one Strategic Centre for Science, Technology and automation in the field
2.1.2 Weaknesses-

[1] Incomplete structure publishing research results
[2] Weak researcher mobility and other risk
[3] Early stages of research career hammered by inadequate supply of dissertation opportunities utilization of funding opportunities offered by EU and other foreign flexibility programmes

2.2.1 Opportunities-

[1] Creating critical mass and rising exposure through concurrent effects of institution of Finland, Tekes and EU funding
[2] Utilizing the ability to react rapidly research into rising themes and needs Increasing universal research participation
[3] New university agreements on association

2.2.2 Threats-

[1] Loss of production chains reducing the number of research topics
[2] Culture trumps technology among young people, makes student contracting more difficult
[3] Ever tighter budgets due to economic uncertainty
[4] Financing directed at existing themes

IV. MATCHING AND CONVERTING

There are two simple methods of utilizing result of the SWOT analysis is ‘matching’ and ‘converting’.

Matching is used to detect competitive advantages matching the strengths to opportunities. Ex. In the 1980s UK clothing retailer Marks and Spencer had a heavy presence in the high street and a client construct that purchased in light of the base of quality rather than price. M&S were able to leverage these strengths to effect the opportunity to sell high-quality food and beverages to its consumer.

Converting is to apply change over weaknesses or threats into strengths or opportunities. An example of conversion strategy is to find to modern markets. If the threats or weaknesses cannot be converted a company should attempt to stay away from them.

Figure. 2 matching and converting [1]
V. BENEFITES OF SWOT ANALYSIS IN BUSINESSES

[1] The main benefit of SWOT Analysis is no cost - anyone who understands your business can perform a SWOT analysis.

[2] It provides builds organization’s strengths.

[3] Using opportunities leads to ways to better a business in the event that they're put to proper use. It's best to prior one's resources.

[4] Major benefits of conducting SWOT analysis is that helps you initiate matching and converting strategy.

[5] It helps in showing previous, present and future so that by using previous and current data, future plans can be chalked out.

REFERENCES


