

CEVA Logistics – SWOT Framework Analysis

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Abstracts

CEVA Logistics is a leading logistics company having presence in over 170 countries. The company provides the following solutions:

Freight management

Contract logistics

Distribution and transportation management

Due to issues with customer service in the past coupled with inefficiencies in their logistics, the company is going through a rough time and has lost many of their major accounts.

In this scenario, Aruvians Rsearch analyzes CEVA Logistics in a SWOT Framework Analysis.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade companies to compile lists rather than think about what is really important in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may

appear to balance strong threats.

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