

Indian Media & Entertainment Industry – SWOT Framework Analysis

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Abstracts

The Indian media and entertainment industry is one of the fastest growing sectors of the Indian economy. It has benefited from the economic growth and rising income levels in the country, and is in a crucial phase of transformation. The year 2006 was a good year for the industry and it was characterized by consolidation, realignment and growth in most segments of the industry. Further, the industry is expected to grow faster than India's GDP growth and consequently more expenditure is expected in media and entertainment.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

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.

Contents

A. EXECUTIVE SUMMARY

B. A BRIEF PROFILE OF THE INDUSTRY

C. SWOT FRAMEWORK ANALYSIS

C.1 Strengths to Build Upon

C.2 Weaknesses to Overcome

C.3 Opportunities to Exploit

C.4 Threats to Overcome

D. GLOSSARY OF TERMS

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