







#	STRENGTHS (+)	
1	Google has a wide variety of products which makes its portfolio rich.	
2	Google has very powerful and rich database thanks to its years of experience.	
3	Its financial condition is extremely secure.	
4	Its a worldwide known brand.	
5	It is a global company which has involved into nearly all countries all around the world.	
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#	OPPORTUNITIES (+)	
1	There is a raising trend over AI and Machine Learning.	
2	Cloud adoption may lead to more adoptions to Google.	
3	Mobile market still tends to grow in which Google involves.	
4	Digital advertising is still increasing.	
5	There are lots of countries which don't have sufficient internet waiting for adoption.	
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#	WEAKNESSES (-)	
1	Gaining most of its revenue from the advertising makes it vulnerable financially.	
2	There are raising concerns about privacy.	
3	Some of its products failed to compete with its rivals.	
4	Most of its area of interests has giant companies to compete with.	
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#	THREATS (-)	
1	With lots of personal information, cyberattacks may damage its reputation.	
2	Legal restrictions concerning data privacy may endanger its current position.	
3	Both giant competitors and new start ups may change the tendency of the people.	
4	New trends, products and services may disrupt Google's business.	
5	Consumer behaviours and tendencies may change over the time.	
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