

Yahoo swot analysis



Major income source is from the online advertisement. 3. Provides variety of online free services to the starters. 4. Second most powerful search engine 5. Strong code of ethics around six values, excellence, innovation, customer fixation, team work, community and fun. 6. Revenue from internet interactive advertising is increasing 7. Revenues are increasing and beating the previous records. Weakness 1. Differentiating services are lacked due to low barrier to entry. 2.

Services offered by yahoo are similar to its competitors so product differentiation is difficult. 3. Yahoo faces the problem of low growth in various products which it offered. 4. Offering so many products that cause diversion in attention. Opportunities 1. Strong internet based platform. 2. Opportunity to increase in market share through merger or partnership with other companies like yahoo. 3. Global expansion especially in Asian countries to reduce its operational expenses. 4. Need to capture high growth market Threat 1. Flat economics conditions .

Yahoo should adopt such technologies that it can create innovative products. 3. Google have surpassed yahoo in term of revenues and cash flow 4. Changing market trend and consumer preferences.. Financial analysis. From 2008 to 2009 revenue increased to 3.4 to 7.2 billion however the net income is decreased by 36%. This is due to the increase in administrative and product development expenses. Furthermore in the opening quarter of 2009 the company shows heavy down fall in profits which lead to eventually downsize of approximately 300 employees. Which also lead yahoo to close its third video property maven networks. It further plan to close its sides like yahoo 360 degree. Yahoo's performance reflects low growth. Yahoo

revenues come from products that are low growth cash cows. The balance scorecard indicates that there could be troubles ahead for the company. The financial portion of this analysis is the least troublesome; although the trends suggest that the financial will take a gradual decline once Yahoo's cash cow products decline.

Also you can read this paragraph – “ Define Swott Analysis“.

Yahoo's market orientation is below industry standards. Final Recommendations and conclusions If the company continues on its current path Yahoo will fail. To prevent further decline Yahoo must define its core competencies and excise those services that are not core competencies from its business. What is causing Yahoo to decline is not its pursuit a multitude of internet services but Yahoo undisciplined growth and lack of strategic growth Yahoo should reshape itself into a news service provider.