

CHAPTER V

SWOT ANALYSIS OF INDIA POST FINANCIAL SERVICES

5.1 INTRODUCTION

Based on the findings extracted from the previous chapters the researcher made an attempt to ascertain the Strength, Weakness, Opportunities and Threats regarding the financial services provided by the India post.

5.2 SWOT ANALYSIS

The SWOT analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities and Threats of an organization. Specifically, SWOT is a basic straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats.

5.2.1 Strength

Strengths are the positive attributes of the India post financial services, which are within the organization's control. The following are the Strength of the financial services provided by the India post:

- Factors which are highly influenced the customers to avail the financial services provided by the India post is 'convenient operating hours' and 'proximity'.
- The post office savings schemes are majorly influenced by the attributes – 'minimum deposit amount for open an account', 'nomination facility' available for the savings schemes and the 'tax benefits' provided for the savings schemes.

- Customers' least ranked the reason 'providing competitive interest rate' for savings in other financial institution.
- 'Payment through the cheque is easy' is the highest preferred attributed of cheque facility.
- 'Processing of transaction is fast' is the highest preferred attributed of ATM service.
- Customers are highly satisfied with the attributes of Postal life insurance and rural postal life insurance is 'Tax benefit', 'loan against policy' and 'eligibility criteria for taking the policy'.
- Money remittance services are highly influenced by the attributes 'procedure for booking', 'alteration can be made' and 'location it reached'.
- The least ranked preferred future changes in the India post is 'benefits'.

5.2.2 Weaknesses

The weaknesses are the factors that are within the India post control and can easily be improved. The following are the weakness of the financial services provided by the India post:

- Factors which are de-motivate the customers to avail the financial services provided by the India post is 'friendliness of the staff' and less concentration on 'promotional activities'.
- The post office savings schemes customers are discouraged by the 'length of the maturity period' for savings schemes, 'defaults charges levied' and the 'lock-in-period' of the savings schemes.

- ‘Restricted time for transactions in working hours’ and the ‘Lack of information update’ is the major problem ranked by the savings scheme customers.
- ‘Time taken for cheque clearance’ is the least preferred attribute of cheque facility.
- ‘Easy accessible ATM locations’ is the least preferred attribute of ATM service.
- Customers are least satisfied with the attributes of Postal life insurance and rural postal life insurance is ‘length of the maturity period’, ‘mode of payment of premium’ and ‘surrender value of the policy’.
- ‘No/ delayed remainder about the premium payment’ is the major problem faced while getting the insurance services from India post.
- Customers are de-motive with the attributes of Money remittance services are ‘authentication procedure’, ‘time taken to deliver’ and ‘tracking procedure’.
- ‘Want to reach authorized PO branch for booking money order’ is the major problem faced while availing the money remittance services for India post

5.3.3 Opportunities

Opportunities are the external factors which are likely to provide benefits to the India post directly or indirectly. The following are the opportunities for the financial services provided by the India post:

- The number of customers is increasing every year for almost many of the financial services provided by the India post.
- Customers preferred ‘mutual fund’ as another investment avenue.
- ‘Motor insurance policy’ is the most taken General insurance policy of the India post customers.

- Demand draft facility is needed by the customers from India post.
- Customers prefer Self-service passbook printing and Self-service cash deposit facilities from the India post.

5.3.4 Threats

Threats are the external factors which are not under the India post's control, but can seriously damage their business. The following are the threats for the financial services provided by the India post:

- Customers prefer other financial institution due to the reasons – 'to get credit facility' and 'variety of financial services offered' and 'quick processing of services'.
- 'Variety of policies offered' and 'return on policy' is the major reason ranked for taken policy from other financial institution.
- Highest ranked reason to avail the money remittance services from the other financial institution is 'time taken to deliver' and 'mode of payment'.
- Preferred future changes needed by the customers in the 'infrastructure facilities', followed by 'employees approach' and 'services' for the India post.

5.3 CONCLUSION

This chapter presented the Strength, Weakness, Opportunities and Threats of the financial services provided by the India post based on the findings revealed from the analysis of data collected for the study. The next chapter deals with the summary of findings, conclusions and suggestions.