

# SWOT ANALYSIS- VIDESK



## STRENGTHS

- requires technological equipment at least with camera and technological knowledge
- recording video is not familiar actions for most of people. It is perceived self-confident related.

- free for applicants
- allows to edit and personalisation
- serves resources as a video about how represent themselves and use community
- applicants get respond anyway
- recruiters doesn't have to check thousands of papers
- Both users can observe way to communicate before meeting each other physically

## WEAKNESS



## OPPORTUNITIES

- behaviours and skills are different cases
- innovative, brings prestige
- available 24/7
- Physically presence online platform
- Easy way to communicate
- Technology demanding application it will provide prestige for its user and keep up with today.

- the competitors like LinkedIn, complete profile based on word to represent but it requires physical presence also.

## THREATS

