**Abstract**

This study is based on the objective of merger and acquisition of an organization with the view of expanding the organization. This analysis is based on the acquisition of two companies namely FLIPKART and MYNTRA. The research methodology is fully based on secondary data which are collected from websites ,journals and other publications .It is based on Indian companies. The importance of this analysis is to know about the internal factors and external factor software companies .This study is fully based on SWOT Analysis to know the strength ,weakness, opportunity and threats of flipkart and myntra .Its main objective is to analyze internal and external factors of two companies using swot as a strategic tool .The conclusion impact on merger and acquisition of flipkart and myntra