**Abstract**

Strategic analysis is a process that involves researching an organization’s

business environment within which it operates .It is essential to formulate strategic

planning for decision making and smooth working of that organization. This paper

studies the SWOT analysis of the top 5 listed companies of the Bombay stock

exchange (BSE) namely Reliance, ITC, ICICI, HDFC and Infosys. SWOT Analysis

act as planning tool for the business. It enables the company for strategy

identification and decision making in order to achieve its desired goal and objectives.

The SWOT analysis enables the management to create a firm- specific business model

that will best align, fit or match an organizational resources and capabilities to the demands

of the environment in which it operates. The significance of SWOT analysis is that it

presents a comparative account, it guides the strategy in strategy identification.