

# Product Portfolio Gap Analysis Form

Analyst Name

Date

Business Unit / Department

## Current Product Portfolio

Product / Service	Target Segment	Key Features	Performance Metrics
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## Target Market & Identified Needs

Describe the Intended Target Market(s)

Unmet Needs / Gaps Identified

## Gap Analysis

Gap / Opportunity	Impact	Suggested Actions
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## Additional Notes

