

SWOT-Based Gap Analysis Table

Consulting Firm (Sample)

SWOT Factor				
Current State				
Desired State				
Gap Identified				
Action/Opportunity				
Strength	Strong industry reputation	Expand reputation to new markets	Limited presence in target sectors	Launch targeted marketing campaigns
Weakness	Lack of specialized digital skills	Expertise in digital transformation	Skill gap among consultants	Invest in staff training/certification
Opportunity	Emerging demand for ESG consulting	Positioned as ESG consulting leader	No dedicated ESG offerings	Develop ESG-specific solutions
Threat	Increasing competition from startups	Differentiated, unique offerings	Services perceived as generic	Innovate service delivery model