

Strategic SWOT Assessment

Consulting Project: Example Corporation

STRENGTHS

- Established brand reputation in the industry
- Highly skilled and experienced consulting team
- Diverse client portfolio across sectors
- Proven track record of successful projects

WEAKNESSES

- Limited international market presence
- Reliance on a few key clients for revenue
- Manual internal processes slowing project delivery

OPPORTUNITIES

- Expanding demand for digital transformation consulting
- Potential partnerships with technology firms
- Entry into emerging markets

THREATS

- Increasing competition from global consulting firms
- Economic downturn affecting client investments
- Rapid technological changes requiring constant upskilling

Key Takeaways

- Leverage strengths to pursue new digital consulting opportunities
- Address key weaknesses by investing in automation and broadening the client base
- Monitor industry trends to stay ahead of potential threats and disruptions