

Consulting SWOT Analysis Outline for Market Opportunities

1. Introduction

- Purpose of the SWOT analysis
- Scope: Market opportunities for consulting business
- Brief description of the market segment targeted

2. SWOT Analysis

Strengths

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Weaknesses

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Opportunities

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Threats

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3. Strategic Recommendations

- Summary of key findings from SWOT
- Suggested strategies to capitalize on strengths/opportunities
- Suggestions for addressing weaknesses/threats

4. Action Plan Outline

- Short-term actions
- Long-term goals
- KPIs/metrics to track progress

5. Conclusion

- Summary of main takeaways for market opportunities
- Next steps and follow-up actions