

# SWOT Mapping Example for Market Consulting Agencies

## STRENGTHS

- Experienced consulting team
- Diversified client portfolio
- Access to advanced market research tools
- Strong industry reputation

## WEAKNESSES

- Limited global presence
- Dependence on a few key clients
- Time-consuming project delivery
- Low brand awareness among startups

## OPPORTUNITIES

- Growing demand for digital transformation consulting
- Expansion into emerging markets
- Partnerships with tech providers
- Development of SaaS-based market analysis products

## THREATS

- Increasing competition from global consultancies
- Rapid changes in market trends
- Economic downturns affecting client budgets
- Freelance consultants offering lower prices