

SBA * Consulting, LTD

Growth is Good

We understand your problems Are you ready for the solution? Our outsourced CxOs are prepared to help!

360° GAP Analysis

GAP analysis involves determining, documenting, and approving the variance between business requirements and current capabilities. Without knowing the current situation of the business, it is almost impossible to perform GAP analysis. Once the general expectation of performance in the industry is understood, it is possible to compare that expectation with the company's current level of performance.

Knowing the benchmarking for performance is the foundation of GAP analysis. GAP analysis can be conducted on strategic level and operation level. For the operation level, GAP analysis is a very useful tool for helping marketing managers to decide upon marketing strategies and tactics. During the process of analyzing the GAP, you simply ask two questions - where are we now? In addition, where do we want to be? The difference between the two is the GAP - this is how you are going to get there.

At SBA * Consulting, we further defined this process, because human nature is to say "YES", even if an item is done only once in a great while. We use a 12-point system, and apply a whole number to the "YES" portion.

This serves two purposes; it shows where you really are; and the amount of work necessary to bring the particular gap up to snuff. Secondly, no one ever gets a 10 (being perfect), because how can you be perfect in an ever changing environment. That means you never have to look at that issue again, a wrong assumption.

On the strategic level, once the GAP has been identified, the process of strategic planning begins. We form a plan or strategy on how to close the GAP and achieve the desired corporate objective. There are two methods that can be employed to close the GAP: strategic changes such as market development, penetration, diversification, and product development, or tactical changes such as price shifting and discounts.

SBA * Consulting and its Consultants can perform either a 360° GAP Analysis or more focused GAP Analysis projects for your business. We have found problems in one area either are caused by another or affect a third area. Focusing in on just one area (called silo thinking) does not always solve the problem(s).

With over 50 practice areas, in different consulting realms our Consultants have the breadth of industries, company size, and both financial and operational experience to provide exemplary service to your company.

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