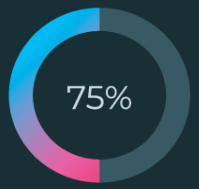
MARKET GAP ANALYSIS



Territory 1

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Territory 2

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Territory 3

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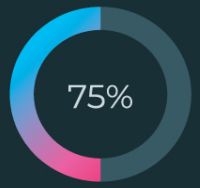

Territory 4

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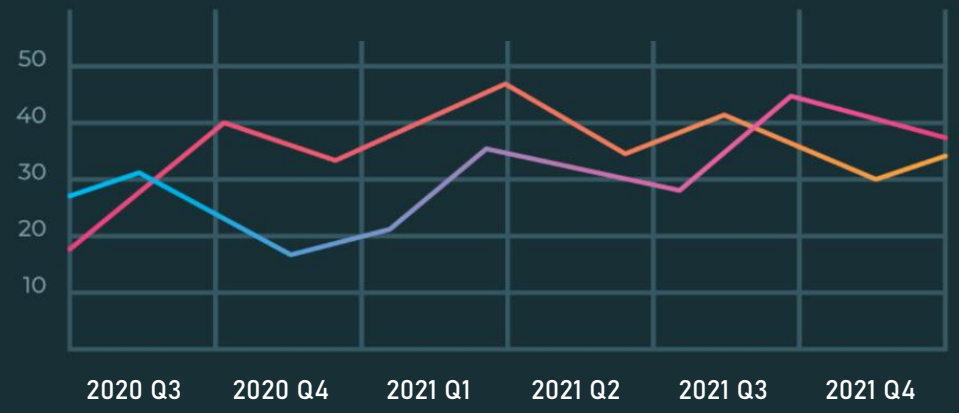
SERVICE ACTIVITY



Product 1

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Product 2

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GEOGRAPHIC ANALYSIS

GAP:

There ' s high selling volume on territiry 2, but other territiries are ready for additional initiative. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.

PROACTIVE ACTION:

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SERVICE ANALYSIS

GAP:

For a long time, we have not introduced any novelties in the process of servicing products - the number of serviced devices is stagnant, although the sales volume has increased. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce posuere.

PROACTIVE ACTION:

Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

PRODUCTS ANALYSIS

GAP:

It is clear that sales of the newer (product 1) model are significantly better, but the expected results have not been achieved.

PROACTIVE ACTION:

Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna.