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|  | MARKET GAP ANALYSIS | | | | | | |  |
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|  |  |  | Territory 1  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies fest esta mena. |  | Territory 2  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies fest esta mena. |  | 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. |  |
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|  |  |  | Territory 3  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies fest esta mena. |  | Territory 4  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies fest esta mena. |  | PROACTIVE ACTION: Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. |  |
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|  |  | 2020 Q3  2021 Q1  2020 Q4  2021 Q2  2021 Q3  2021 Q4  SERVICE ACTIVITY | | | |  | 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. |  |
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|  |  |  | Product 1  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. |  | Product 2  Lorem ipsum dolor sit amet, consectetuer adipiscing elit. 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. |  |
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