

## An Overview

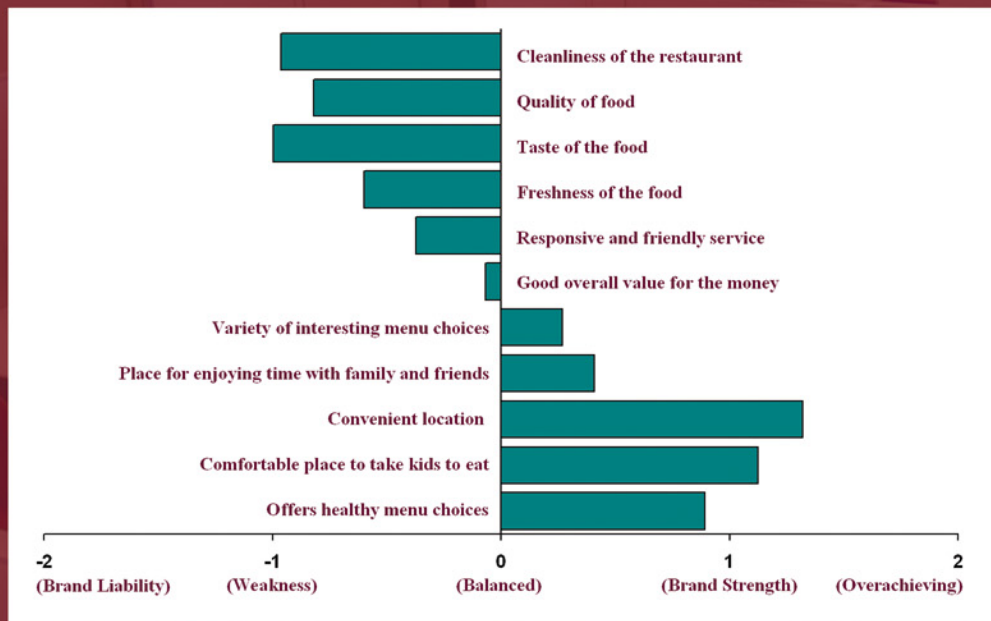
**Gap Analysis** is another look at the Importance (Desirability) X Association matrix

- ◆ It concentrates on a brand's performance across benefits, identifying specific strengths and weaknesses within key target groups
- ◆ It helps identify opportunities to either improve brand performance or shape market perceptions of importance within key target groups

**Gap Analysis** plots the gap between a brand's performance on a benefit and that benefit's importance (performance - importance)

- ◆ Importance and Performance scores are standardized to eliminate scale effect, ensuring ratings are comparable and scale free
- ◆ The standardized importance value is subtracted from the standardized brand performance for each benefit, thereby creating a gap
- ◆ Gaps can then be weighted by importance by multiplying the gap by the unstandardized importance weighting to give additional emphasis to the very important benefits

## Gap Analysis - "Restaurant A"



- ◆ A **negative value** indicates under performance ... if substantial, indicates a weakness
- ◆ A **positive value** indicates a strength ... if substantial, indicates a waste of opportunity