

# SWOT Analysis of a Consultancy Service Start-Up in Quezon City, Philippines: Identifying Strategic Opportunities and Challenges

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**Abstract** - This study focuses on a start-up statistics and research consulting firm in Quezon City, Philippines. A thorough SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis evaluates the consultancy's internal and external environment. Using Kotler and Armstrong's (2008) definition of SWOT, this study systematically combines strengths and opportunities to address weaknesses and mitigate threats. Interviews, business observations, and document analysis were the data collection methods used. The resulting SWOT analysis contributed to the development of strategies utilizing the TOWS (Threats, Opportunities, Weaknesses, and Strengths) matrix technique, which was supplemented by Grace LaConte's Strategic Risk Severity Matrix to assess the severity of risks based on their likelihood and impact. The study outlines critical strategic areas that require immediate attention, such as forming collaborations with academic institutions, increasing social media presence, and targeting the corporate and government sectors. Building strong academic relationships through presentations and referral programs, increasing social media involvement with regular updates and promotions, and personalizing marketing efforts to attract corporate and government clients are all recommended strategies. The consultancy seeks to achieve steady growth and stability by creating service packages for a wide range of clients and utilizing social media.

**Index Terms** - SWOT Analysis, TOWS Matrix, Strategic Planning, Consultancy Services.

## I. INTRODUCTION

The fast popularity of consulting services changed the global business setting, driven by the growing need for specialized expertise and strategic guidance throughout different industries (Wright & Kitay, 2004). In Quezon City, one of the wealthiest cities in the Philippines (Laqui, 2023), this sector has seen a surge in start-ups aiming to capitalize on the diverse and dynamic business environment (Lopez & Teng-Calleja, 2020). This surge reveals the growing complexity of business operations, which demands more specialized knowledge and skills (Mintzberg, 2009). However, obstacles for new entrants are evident since there is fast-paced growth in technology and changing legal requirements (Anand, Gardner, & Morris, 2007).

This study focuses on statistical and research consultancy services, which is a start-up business located in Quezon City, Philippines. This consultancy provides a variety of services, such as solutions for statistics questions, research data analysis, statistical tutorial services, thesis consultation, and validation and reliability testing. These kinds of services are becoming significant today, where data-driven decision-making and rigorous research approaches have become vital in many industries (Field, 2013). Research consultants conduct specialized and targeted research on behalf of a client and produce a final analysis of key findings. To become a top research consultant, you must have a strong level of expertise in your field (Bright Network, 2024).

Hence, this research aims to conduct a comprehensive SWOT (Strengths, Weaknesses,

Opportunities, and Threats) analysis. Kotler and Armstrong (2008) define SWOT analysis as an in-depth assessment of a business's strengths, weaknesses, opportunities, and threats. It utilizes all four components by combining the business' strengths and current opportunities to address weaknesses and overcome upcoming threats. This analysis aims to reveal numerous factors systematically to develop the business's strategy.

Through this focused analysis, this study aims to conduct a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of a statistical and research consultancy service start-up in Quezon City, Philippines. Specifically, it sought to address the following:

1. Perform a detailed study of the consulting service, including evaluating internal strengths and weaknesses and identifying external opportunities, and threats, with a special emphasis on categorizing associated risks according to their likelihood and impact.
2. To develop efficient consulting service strategies, the SWOT framework and TOWS matrix method will be used. The study will concentrate on building SO (Strength-Opportunity) strategies for taking advantage of internal strengths and external opportunities. Furthermore, ST (Strength-Threats) strategies will be developed to leverage strengths against external threats. Also, WO (Weakness-Opportunity) strategies will be created to improve weaknesses by capitalizing on opportunities, while WT (Weakness-Threat) strategies will be devised to reduce weaknesses and mitigate the impact of threats.
3. This detailed SWOT analysis will help contribute more insight into the existing body of knowledge about consulting services with a view toward future research on other firms, such as those specializing in similar fields or specific areas.

## II. MATERIALS AND METHODS

This study used a case study technique to perform an in-depth evaluation using SWOT analysis of a single statistical and research consulting service start-up in Quezon City, Philippines, which for the sake of confidentiality is referred to as Consultancy X. To acquire thorough data for the SWOT analysis, the

researcher used three main methods: interviews, business observations, and document analysis. A series of semi-structured interviews were conducted with the consulting start-up's owners and key personnel. The interview questions were intended to elicit extensive information about the business's strengths, weaknesses, opportunities, and threats. Furthermore, the researchers carried out direct observations of the business operations to get firsthand knowledge of the consultancy's day-to-day activities, interactions with customers, and internal procedures. These observations were utilized to validate the information gathered from the interviews and identify any discrepancies or additional details that had not previously been addressed. In addition, pertinent documents were gathered and analyzed to support the SWOT analysis.

A comprehensive SWOT analysis is created using data gathered from interviews, observations, and documents. The SWOT framework is then used to generate strategies using the TOWS (Threats, Opportunities, Weaknesses, Strengths) matrix technique. Additionally, to improve the strategic planning process, Grace LaConte's Strategic Risk Severity Matrix was used. This matrix helps to determine the severity of various risks connected with each strategy by categorizing them according to their likelihood and impact.

Furthermore, the study adhered to ethical research guidelines, obtaining informed consent from all interviewed participants to ensure their voluntary involvement and confidentiality. All the data collected was kept secure and used just for this purpose. While the case study technique provides extensive insights, it is crucial to note that its conclusions are limited to a specific firm known as Consultancy X; thus, the results may not apply to other consulting businesses in Quezon City, Philippines. Further research could be conducted by adding several case studies to improve generalizability.

## III. RESULTS AND DISCUSSION

### A. SWOT ANALYSIS FOR CONSULTANCY X

TABLE I. STRENGTHS OF CONSULTANCY X

STRENGTHS	INTERPRETATION
1. Comprehensive Service Offering: Consultancy X provides a broader range of services to its customers compared to its competitors.	Immediate, Crucial Priority
2. Exceptional Response Rate: Consultancy X boasts a 100% response rate.	Active monitoring
3. Annual Promotions: Consultancy X offers yearly promotions to its clients.	Active monitoring
4. Positive Client Feedback: Consultancy X has received significant positive feedback from its clients, ranking second highest among competitors in terms of positive reviews.	Active monitoring
5. Established Facebook Page Presence: Consultancy X has a well-established Facebook page, ranking first in terms of the number of published contents	Immediate, Crucial Priority

Table I highlights that Consultancy X stands out by providing more services compared to the majority of its peers, with only one of the nine competitors offering the same services. The consultancy's strong social media engagement, as seen by the highest quantity of posted content, raises brand visibility and draws a larger audience. This comprehensive service offering, together with Consultancy X's established and active Facebook presence, results in an immediate and crucial priority, according to Grace LaConte's Strategic Risk Severity Matrix.

In addition to these top-priority strengths, Consultancy X excels in several other areas that require active monitoring. The business has a 100% response rate, demonstrating its remarkable commitment to customer service and maintaining timely and effective communication with clients. Consultancy X's annual promotions provide value to clients' experiences, boosting loyalty and repeat business. Finally, the firm has gotten overwhelmingly

good feedback, placing second among competitors in client reviews, demonstrating its persistent ability to meet and surpass client expectations.

TABLE II. WEAKNESSES OF CONSULTANCY X

WEAKNESS	INTERPRETATION
1. Limited Social Media Following: Consultancy X has fewer social media followers, ranking 6th among competitors.	Immediate, Crucial Priority
2. Absence on TikTok: Consultancy X does not have a presence on TikTok, unlike many competitors who use this platform to boost their popularity and reach a broader audience.	Active monitoring
3. Narrow Service Scope: Consultancy X offers services related only to quantitative research. However, data indicates an average of six inquiries per month related to qualitative research.	Active monitoring
4. Lack of Trending Content: Consultancy X's social media accounts lack content on trending topics compared to rival businesses.	Active monitoring

Table II shows that Consultancy X's low social media following, which ranks sixth among competitors, is an immediate and crucial priority. A good social media following is essential for staying visible and connecting with clients successfully. Addressing this shortcoming should be a major priority for improving the consultancy's competitive advantage.

The remaining weaknesses should be actively monitored. The lack of a TikTok platform limits Consultancy X's reach, particularly among younger viewers, and researching this platform could open up new growth potential. Furthermore, the consultancy's concentration on quantitative research ignores a proven demand for qualitative research services, emphasizing the necessity to diversify the

service offering. Moreover, incorporating trending topics into social media posts can boost engagement and attract new followers, thereby strengthening the overall online presence.

TABLE III. OPPORTUNITIES OF CONSULTANCY X

OPPORTUNITIES	INTERPRETATION
1. University Recommendations: Promote Consultancy X's services to a university in Quezon City, as well as to other universities.	Immediate, Crucial Priority
2. Collaborations with Academic Commissioners: Establish partnerships with academic commissioners who can serve as intermediaries between clients and Consultancy X.	Investigation needed
3. Free Tutorials and Training: Offer free tutorials and training sessions related to statistics and research to various institutions.	Active monitoring
4. Expansion to Corporate and Government Clients: Extend Consultancy X's services to corporate and government clients.	Immediate, Crucial Priority

Table III demonstrates that recommending Consultancy X's services to universities in Quezon City and other universities, as well as expanding to corporate and government clients, are immediate and crucial priorities. Consultancy X's visibility and credibility in the educational sector can be greatly increased by developing strong relationships with academic institutions. Similarly, extending to corporate and government clients provides significant chances for business growth, diversifying the consultancy's client base, and enhancing revenue streams.

Also, collaboration with academic commissioners, who can serve as intermediaries, requires further investigation. This strategy could take advantage of the 52 connected social media accounts of academic

commissioners, thus increasing Consultancy X's popularity and reach. Moreover, offering free tutorials and training to various institutions related to statistics and research provides an opportunity to gain popularity and build significant connections. These initiatives should be actively monitored to determine their impact on Consultancy X's reputation and customer engagement.

TABLE IV. THREATS OF CONSULTANCY X

THREATS	INTERPRETATION
1. High Competition: Consultancy X faces a large number of competitors in the market.	Rapid Action Required
2. Seasonality of Academic Demand: The demand for academic consulting services is seasonal, which poses a significant challenge.	Immediate, Crucial Priority

Table IV reveals that Consultancy X operates in a highly competitive environment, with several competitors striving for market share. Given the high degree of competition, Consultancy X needs to respond rapidly to differentiate its services and strengthen its market position.

Another major challenge that requires immediate and crucial priority is the seasonal demand for academic services. This can result in decreased revenue and unused resources during the off-peak seasons.

B. TOWS MATRIX FOR CONSULTANCY X

TABLE V. STRENGTH – OPPORTUNITIES (SO) STRATEGIES OF CONSULTANCY X

Strength (S)	Opportunities (O)	SO Strategy
Comprehensive Service Offering	University Recommendations	Establish partnerships with academic institutions by highlighting the benefits of Consultancy X's services.

Established Facebook Page Presence	University Recommendations	Launch a social media campaign highlighting client testimonials and certifications. Post weekly success stories to attract universities and build a stronger online presence.
Comprehensive Service Offering	Expansion to Corporate and Government Clients	Develop a business strategy focused on targeting corporate and government sectors, emphasizing the benefits of Consultancy X's services.
Established Facebook Page Presence	Expansion to Corporate and Government Clients	Utilize Consultancy X's strong social media presence and high engagement on Facebook to create tailored content and targeted advertising aimed at corporate and government sectors.

Table V outlines how Consultancy X will form partnerships with academic institutions by highlighting the various advantages of its services. This requires contacting academic deans and research departments to introduce and negotiate possible partnerships. A referral scheme designed exclusively for academic institutions should be developed to encourage recommendations and foster long-term connections.

Consultancy X should also boost its social media presence by creating a campaign featuring client testimonials and certificates. Consultancy X may attract universities by regularly sharing success

stories and testimonials every week by using a content calendar to prepare and schedule posts ahead of time.

Furthermore, Consultancy X should create an effective business strategy intended for the corporate and government sectors. This involves finding key stakeholders in these fields and developing specialized proposals and presentations that highlight the advantages of its services. Consultancy X should also attend industry conferences and networking events to build connections and market its services, ensuring that it remains a priority for potential clients.

Lastly, Consultancy X should use its strong social media presence and high Facebook engagement to generate personalized content and targeted advertising for the business and government sectors. This will include launching promotional emails intended for these people and conducting virtual networking events to meet potential clients. Furthermore, Consultancy X should create advertisements that showcase its journey and past successes in working with various government sectors, showcasing its expertise and dependability.

TABLE VI. STRENGTH – THREATS (ST) STRATEGIES OF CONSULTANCY X

Strength (S)	Threats (T)	ST Strategy
Comprehensive Service Offering	Seasonality of Academic Demand	Develop and promote service packages that cater to both academic and non-academic sectors, ensuring continuous engagement even during off-peak academic periods.
Established Facebook Page Presence	Seasonality of Academic Demand	Develop and share content that highlights the value of Consultancy X's services across various sectors beyond academia.

Table VI suggests that Consultancy X should develop and promote service packages for both academic and non-academic sectors. This technique provides continuous engagement while mitigating potential losses during off-peak academic seasons.

Also, Consultancy X should identify peak and off-peak periods in the academic calendar. Understanding these periods is critical for developing tailored marketing efforts that address the unique demands of both academic and non-academic clients. During peak academic seasons, the emphasis should be on high-demand services like academic consulting and research assistance. During off-peak months, the emphasis should turn to services that appeal to non-academic sectors, guaranteeing a consistent flow of business throughout the year.

Furthermore, Consultancy X should create and share content that shows the value of its services in industries other than academics. By highlighting success stories and testimonials from various industries, Consultancy X could show off its versatility and the diversity of its expertise. This content will be distributed through various platforms, including social media, email blasts, and the business's website, to reach a large audience and emphasize the value of its services.

TABLE VII. WEAKNESS – OPPORTUNITIES (WO) STRATEGY OF CONSULTANCY X

Weakness (W)	Opportunities (O)	WO Strategy
Limited Social Media Following	University Recommendations	Consultancy X should implement a strategy focused on boosting its online presence and capitalizing on endorsements from academic institutions
Limited Social Media Following	Expansion to Corporate and Government Clients	Consultancy X should tailor its content and marketing efforts to appeal specifically to corporate and government clients.

Table VII highlights how Consultancy X will approach several colleges to offer presentations or workshops related to its services. This will help to strengthen relationships and enhance visibility among students and educators. Regular, interesting updates should be shared on social media accounts to engage this audience. When universities show support, Consultancy X should mention their contributions on social media to express gratitude and promote loyalty.

Consultancy X should also customize its content and marketing efforts to attract corporate and government clients. This would include sharing the Consultancy X page on other platforms to gain additional followers, as well as sending emails to various corporations and government agencies to provide comprehensive services. Content should be created to demonstrate how Consultancy X's services assist businesses and government entities, emphasizing value and expertise. To boost awareness and reach a larger audience, participation in online industry groups and forums should be increased.

TABLE VIII. WEAKNESS – THREAT (WT) STRATEGY OF CONSULTANCY X

Weakness (W)	Threats (T)	WT Strategy
Limited Social Media Following	Seasonality of Academic Demand	Create a high-quality, engaging social media content that resonates with both academic and non-academic audiences to increase its following and engagement across various platforms.

Table VIII suggests that Consultancy X should carry out a social media growth plan to increase its following and engagement. This includes developing and sharing high-quality content regularly, such as success stories, client testimonials, and industry insights. Partnering with influencers and industry experts can help the business reach a broader audience. Furthermore, offering promotions or contests will attract new followers and attention.

To address the seasonality of academic demand, Consultancy X could provide service packages that [1] appeal to non-academic industries during off-peak academic seasons. Consultancy X can secure consistent revenue by diversifying its clients and focusing on businesses that require year-round assistance. Also, Consultancy X should use targeted social media marketing to reach potential clients outside of academia.

### CONCLUSION

Consultancy X has identified several key areas that require immediate and crucial priority. The key areas of focus include academic partnerships, increased social media presence, and targeting the corporate and government sectors. Furthermore, creating service packages for both academic and non-academic clients, as well as utilizing social media involvement, are critical to ensuring long-term business growth and stability.

To address these priorities, Consultancy X must focus on establishing trusting relationships with academic institutions by providing seminars and presentations, as well as creating a referral program to encourage long-term partnerships. Also, increasing social media presence through regular updates, client testimonials, and planned content will attract and engage both academic and non-academic audiences. Running promotions or contests will also increase social media engagement.

Consultancy X should simultaneously focus on business and government clients by customizing its marketing materials and advertising campaigns to highlight the advantages of its services. Building relationships and promoting services can be facilitated by identifying important stakeholders, creating customized proposals, and participating in industry events. Furthermore, to guarantee consistent revenue during the off-peak academic seasons, Consultancy X should create service packages for non-academic sectors. Lastly, using targeted social media marketing and sharing success stories across several platforms will strengthen the business reputation and attract a larger audience, assuring long-term engagement and growth.

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