ENGL 2116

**Skill-Gap Analysis**

**Company Analysis**

(In the space below, write a brief 250-word analysis of the company with whom you are seeking employment. State the company name, location, what they specialize in and sell, as well as a brief history and a discussion of the company’s strengths and/or the challenges it faces.)

I am seeking employment with the company Elite Talent Inc. I am applying for the entry-level PR and Marketing Communications Associate position. Elite Talent is an event management firm located in Charlotte, North Carolina. Elite Talent Inc. is the largest event management in the Charlotte area. The company specializes in advertisement promotions and event management in Charlotte’s largest telecommunications company. One of the company’s strengths is that it works with the largest telecommunications company in Charlotte. The company describes its environment as “energetic and goal oriented”. Also, Elite Talent is constantly looking to find new ways to grow. A challenge the company might face is its small size. The small size might affect Elite Talent Inc.’s potential and recognition. Another possible challenge is the fact that Elite Talent Inc. hires entry-level positions. While this type of position gives employees the opportunity to learn and grow, the position does not necessarily hire candidates with the most experience. A lack of strong experience can weaken the company.

**Gap Analysis Table** (Fill in the chart below)

|  |  |  |  |
| --- | --- | --- | --- |
| Job Requirement | Skills | Interest | Background |
| Sales/Marketing | I have helped create/lead marketing campaigns in various topics.  I have taken courses focusing on Marketing. | High interest. | Approximately 3 years. |
| Team Leadership | I have leadership experience as the Vice President of my Marketing Club. | Highly interested in taking on more team leadership roles. | I was Vice President for over a year. |
| Sales Training | I have worked as a cashier for over 4 years, which created experience in minor sales. | High interest. | Nearly 5 years. |
| Manage customer service, administration, and sales people | At my previous job, I have managed customer service and sales people. I have less experience regarding managing administration. | Low interest. | On and off for 4 and a half years at my past job. |

**Addressing the Gaps**

(In your groups, brainstorm together to come up with specific ways you can address these gaps to strengthen your letter of application. Write your solutions below.)