

Porter's 5 Forces



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Porters 5 Forces

Threat of new
Entrants

Bargaining Power
of Buyers

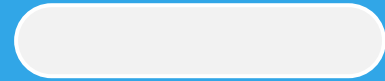
Threat of Substitute
Product

Bargaining Power
of Suppliers

Rivalry among
existing competitors

SIMPLE PORTER'S 5 FORCES TEMPLATE

Porters 5 Forces



Threat of new
Entrants

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Threat of new Entrants

How likely is it that a new Entrant will enter your market?

- Jurisdiction requirements
- Supply chain
- Distribution
- Brand loyalty

Bargaining Power of Buyers

How easily can customers switch providers?

- Size and frequency of orders
- Price sensitivity
- Differences between competitors (value)
- Ability to substitute

Threat of Substitute Product

How easily can customers switch products?

- Range of substitute products available
- Customer's willingness to substitute
- Relative price of substitute product
- Supplier's ability to substitute

Bargaining Power of Suppliers

How well can suppliers compete in the market?

- Number and diversity of competitors
- Market growth
- Market concentration
- Quality differences
- Barriers to exit
- Brand loyalty
- Capital and business strategy

Rivalry among existing competitors

How easily can competitors compete?

- Number and diversity of competitors
- Market growth
- Market concentration
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