

PORTER'S FIVE FORCES ANALYSIS TEMPLATE

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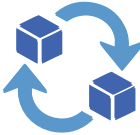



THREAT OF NEW ENTRY


POWER OF BUYERS

THREAT OF SUBSTITUTES

POWER OF SUPPLIERS



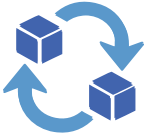

			
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COMPETITIVE RIVALRY



PORTER'S FIVE FORCES ANALYSIS EXAMPLE



THREAT OF NEW ENTRY	POWER OF BUYERS	THREAT OF SUBSTITUTES	POWER OF SUPPLIERS
<p>Consider how much money, time, and effort it would take for a company to displace you.</p> 	<p>If you have many customers, you have the power. Otherwise, buyers can negotiate more advantageous deals elsewhere or find sources other than yours. Consider how you would treat that situation.</p> 	<p>A competitor could create a product or model that replaces yours. On the other hand, a new product or service could also complement yours, which would create a symbiotic sales situation. Complements are sometimes considered the sixth force in the model.</p> 	<p>The more potential suppliers you have, the better for you. Consider how having fewer suppliers might impact your operation.</p> 

COMPETITIVE RIVALRY

Determine who your competitors are, who the closest competitors are, and their products, prices, and quality. Fewer rivals mean more opportunity for your unique qualities to shine; many rivals mean more competitors to steal your customers and potentially better deals to lead customers elsewhere.



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