**Buyer Power**: The influence your customers have to drive down your product prices

**Threat of New Entry**: The ease with which new competitors can enter the market and challenge your market share

**Competitive Rivalry**: The strength of competition in the industry in which you are operating.

**Supplier Power**: The ability of suppliers to drive up the prices of their goods and services.

**Threat of Substitution**: The threat of customers substituting your products or services with another provider.