

PORTER'S FIVE FORCES

Effective strategy focuses not on forecasting
the future, but on readiness to navigate its
unfolding forces- Dr. Quelch

INDUSTRY/BUSINESS NAME: _____

Strategic Analysis Using Porter's Five Forces

COMPETITIVE RIVALRY

- Who are the major competitors?
- How intense is the competition?
- What is the market growth rate?
- How differentiated are the products/services?



THREAT OF NEW ENTRANTS

- How easy is it for new players to enter?
- Are there barriers to entry (cost, regulation, brand loyalty)?
- What is the startup capital required?



BARGAINING POWER OF SUPPLIERS

- How many suppliers exist?
- Can suppliers drive up prices?
- Are inputs specialized or commoditized



BARGAINING POWER OF BUYERS

- How many buyers are there?
- Are buyers price sensitive?
- How easy is it for them to switch to competitors?



THREAT OF SUBSTITUTES

- Are there alternative products/services?
- How easy is substitution?
- What is the price-to-performance ratio of substitutes?

