

Porters Five Forces

Porters five forces allows you to understand the competitiveness of your business environment and adapt your strategy accordingly.

1. Competitive Rivalry: Number of competitors, quality difference, other differences, customer loyalty.
2. Buyer Power: Number of customers, size of each order, ability to substitute and price difference, price sensitivity.
3. Supplier Power: Number of suppliers, size of suppliers, your ability to substitute and price sensitivity.
4. Threat of New Entry: Time of entry, specialist knowledge, economies of scale, technology, barriers to entry, advantages.
5. Threat of Substitution: Substitutes performance.

