

PORTER'S FIVE FORCES TEMPLATE

1. Threat of New Entrants

- [Examines how easily new competitors can enter the industry. The easier entry is, the greater the threat to existing businesses. This affects pricing, market share, and profitability.]

2. Bargaining Power of Suppliers

- [Evaluates the influence suppliers have over the price and quality of inputs. Powerful suppliers can raise costs, reduce quality, or limit supply.]

3. Bargaining Power of Buyers

- [Assesses the influence of customers on pricing and quality. Strong buyer power can push companies to lower prices or improve offerings.]

4. Threat of Substitute Products or Services

- [Examines the availability of alternative products/services that fulfill the same need. Substitutes can cap prices and limit profitability.]

5. Rivalry Among Existing Competitors

- [Measures competition intensity among current industry players. High rivalry can lead to aggressive price wars and innovation battles.]