



# PORTER'S FIVE FORCES ANALYSIS

<p><b>Supplier Power</b> (no. of suppliers to you, no. in industry, switching costs)</p> <ul style="list-style-type: none"><li>Type here</li></ul>	<p><b>Buyer Power</b> (no. of buyers, no. of potential buyers, switching costs for buyer)</p> <ul style="list-style-type: none"><li>Type here</li></ul>
<p><b>Competitive Rivalry</b> (no. of competitors, no. of quality competitors, exit costs, customer loyalty)</p> <ul style="list-style-type: none"><li>Type here</li></ul>	
<p><b>Threat of New Entry</b> (barriers in entry costs, IP, economies of scale)</p> <ul style="list-style-type: none"><li>Type here</li></ul>	<p><b>Threat of Substitution</b> (buyer's ability to substitute rather than switch)</p> <ul style="list-style-type: none"><li>Type here</li></ul>

Instructions: Summarise the power that YOUR suppliers and YOUR buyers can exert on you. What is competition like in your industry? What prevents new players in your market? Can your buyers do without you?