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| **Supplier Power (no. of suppliers to you, no. in industry, switching costs)**   * There are lots of issues in changing suppliers as we must audit their business. So we tend to have longer term relationships – fairly equally negotiated – mutual benefit.   **Competitive Rivalry**  **(no. of competitors, no. of quality competitors, exit costs, customer loyalty)**   * Significant competition in each of our four core segments – pharma, food, treats and clean-up | **Buyer Power (no. of buyers, no. of potential buyers, switching costs for buyer)**   * No one customer is more than 15%. * Usual power that a Woolworths or a Coles can utilise. |
| * Our brands mean we are not overly concerned about new competition * Private label market share is low * Supply chain can be set up but the issue is brand equity   **Threat of New Entry (barriers in entry costs, IP, economies of scale)** | * They need to eat and no major threat of complete replacement   **Threat of Substitution (buyer’s ability to substitute rather than switch)** |