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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.
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| * 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)** |