



Threat of New Entry

time and cost of entry
specialist knowledge
economies of scale cost
advantages,technology
protection barriers to
entry



Buyer Power

Number of customers size
of each order competitor
comparison price sensitivity
ability to substitute cost of
change



Competitive Rivalries

Identify: number of competitors, quality
differences, other differences, cost of change,
customer loyalty, costs of leaving market.



Supplier Power

number of suppliers
size of suppliers
uniqueness of service
ability to substitute
cost of change



Threat of Substitution

substitute performance
cost of change