



PORTER'S FIVE FORCES


THREAT OF NEW ENTRANTS
What other competitors could enter the market?
Which barriers protect the market today?




BARGAINING POWER OF SUPPLIERS
Which dominant suppliers do you (and possibly the competition) depend on?
Are there alternatives to your current suppliers?



COMPETITIVE RIVALRY
Which competitors are currently active in the market?
Which mechanisms characterise the market today (monopolies, overcapacity, ...)?



BARGAINING POWER OF BUYERS
How many (which?) suppliers are there relative to customers?
How big are switching costs and risks for your customers?
Can you imagine alternatives to sell to?



THREAT OF SUBSTITUTION
What alternatives to your offer are there (can be expected)?
Can you imagine complementary value chains?
Can your offer be integrated into other business models?

