**Competitive rivalry**

The number of competitors in this specific area is very low or non-existing. There are a few more gourmet restaurants in this area but none of them offer Asian gourmet food. This makes the food they offer unique and gives them a lot of power in terms of competitive rivalry.

**Threat of new entry**

The threat of new entry in the Gourmet Asian restaurant industry is quite low. Knowledge to set up and run a restaurant like Fusion is very limited in the local area. Costs of setting up a similar restaurant are high.

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**Threat of substitution**

Making Asian gourmet food at home which is also quite difficult as it requires knowledge, ingredients and time.

**Buyer power**

The buyer power is quite low because the restaurant is not dependant on a few powerful buyers. A gourmet restaurant has a lower number of customers but the demand for Asian gourmet food is sufficient that the company doesn't worry about buyer power.

**Supplier power**

Most of the seafood and drinks are ordered from local suppliers of which there are many other choices and switching is low cost, however some key suppliers are located abroad (Asia) and the number of importers are limited meaning Fusion is very dependent on these suppliers.

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Threat of Substitution

Competitive Rivalry

Buyer Power

Supplier Power

Threat Of New Entry