***Threat of new entrants/ Potential Competitors***

→ Even if this DIY concept is kind of new in the industry, there are many companies which also implemented this kind of store.

→ Throughout the history of the company it turned out that Vestbjerg Byggecenter A/S had only positive feedbacks from the customers.

***Bargaining power of customers***

→ Vestbjerg Byggecenter A/S has an average of 1000 customers, classified in 22 groups.

→ There's equaty between the groups in domain of discounts as long as the discount does not exceed 20%.

→ Normally, the delivery time from the stack is about 24 hours.

***Bargaining power of suppliers***

→ 100, 000 items within trade (28, 000 items in stock into 100 categories of goods).

→ The company leases out carpet cleaners, grinding machines, and other tools.

→A new system is going to be developed to be able to control leasing of the machines.

***Threat of subtitutes***

→ After the appearance of substitute, the system of the work will be negatively affected.

→ After negatively impacts the trust of employees will go completely worse.