

AITERA

Automated Inventory Towards Effort Reduction In Arrangement

GROUP MEMBERS:

CED16I044

CED16I045

EVD16I007

EVD16I012

EVD16I018

Industry Analysis – PORTER'S FIVE FORCES MODEL

- Medium cost of substitute
- Less number of suppliers
- Fragmented supply of raw materials

Medium Entry Barrier

- Lots of manufacturing and assembly requirements
- Some technology protection required
- Availability of trained manpower (few but highly skilled employees)

Low Seller Power

- Multiple product option with same functionality (Ex- RFID, NFC etc.)
- Digitization of records
- Medium cost of substitution

Internal Rivalry

- Wide range of companies offering this type of service at competitive costs
- No Brand Power – Recent Innovation
 - High Switching Cost
- Low cost of exiting the market
 - Medium Customer Loyalty

Medium Buyer Power

- Extreme price sensitivity
- Small size of buyers, orders
- Medium ability to substitute
- Willingness to pay higher for efficiency, accuracy, longevity of product

Threat Of Substitutes