

Porter's Five Forces Analysis
Company: **Lets Shop**

Threat of New Entrants

There are no significant barriers to entry to the clothes market.

Very High High
Low Very Low

Buyer Power

People are looking for more clothes which are based on the theme of their favorite movies and tv series.

Very High **High**
Low Very Low

Competitive Rivalry

- Huge market takeover
- Big customer base

Very High High
Low Very Low

Threat of Substitution

- High quality clothes
- Branded Clothes based on specific theme

Very High **High**
Low Very Low

Supplier Power

Designs for specific theme-based clothes will be coming from open-source designers.

Very High High
Low Very Low