

UTA 012

INNOVATION AND ENTREPRENEURSHIP



Porter's Five Force Analysis Of

Remote Printing System

Group-3

Batch-COE21

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## POTTERS'S FIVE FORCES ANALYSIS FOR REMOTE PRINTING APPLICATION

### THREAT OF NEW ENTRANTS

- Moderate
- Low capital investment required.
- Brand name is not well known hence brand value is low.
- New entrant can easily access printing shops for their product.
- High expertise in technology development required.
- No legal and government created barrier.
- Aggressive investment in marketing and promotion.
- Providing the product initially for free will increase the reach of the product.
- We will provide lowest possible subscription cost.

Bargaining power of  
suppliers: WEAK

### BARGAINING POWER OF SUPPLIERS

- In remote printing business there are large no of suppliers.
- Therefore there are less chances of bargaining.
- Suppliers do not pose threat of forward integration.
  - There are very less substitutes against our project.
  - Material used in our project is widely accessible.

### THREAT TO SUBSTITUTES

- Very low
- There is minimal wastage of time as compared to other substitutes.
- The cost of substitute is generally high.
- There is high differentiation in the product substitutes

Threat of new entrants:  
MODERATE

Interval rivalry  
and competition:  
VERY WEAK

Threat to substitutes:  
WEAK

### RIVALRY AMONG EXISTING COMPETITORS

- Currently there's no other competitor providing exactly the same service as we are proposing.
- Local companies that provide printing do not offer the convenience that we can offer.
- If existing solutions try to copy us, we will have a major advantage of having already partnered up with the local printing solution providers
- Starting new printing shops to compete with us will be cost prohibitive.

Bargaining power of  
customers: WEAK

### BARGAINING AMOUNT OF CUSTOMERS

- WEAK
- Large no of customers with large amount paperwork.
- Customers include individuals to large organizations with thousands of documents.
- Cost to be paid per print is minimal only and can be increased by 1-2 rupees.
- Service provided is unique and less time consuming although with high chance of competitors.
- High chance of Backward integration by collaborating with many market leaders and banks.