### Porter's 5 Forces Model, Kimera

### Threat of Supplier Bargaining Power

- Apple/Google stop supporting the app
- Mobile store-generated ranking hurts the search order

# Threat of New Entrants

• New file/photo management app developers

#### **Threat of Rivalry**

- Private file/photo management app developers
  Standalone file/photo
- Standalone file/photo management apps by the mobile providers Google/Apple

# Threats of Substitutes

- Built in OS management system upgrades the file management process
- Media sharing apps help you directly to organize your phone content
- Personal Al assistant

# Threat of Consumer Bargaining Power

- Users can leave a bad appreview
- Users can report the app if it doesn't feel secure
- Power to leave/switch to another product