

Gather the information associated with your assigned force and report on its attractiveness

- Group 1: Threat of new entrants/entry barriers
- Group 2: Bargaining power of buyers (who are the buyers?)
- Group 3: Threat of substitutes (there are none but they will be legalized soon)
- Group 4: Extent of rivalry

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Now time for intelligence

Group	Force being examined	Overall rating (be sure to project forward)
1	Threat of new entrants/entry barriers	
2	Bargaining power of buyers	
3	Threat of substitutes	
4	Extent of rivalry	

Discussion: Recommendation (this is intelligence):

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