1. Michael Porter’s Five Competitive Forces
2. Scooter’s Example
   1. New Market Entrants
      1. Capital ($100k)
      2. Permits / Strategic Partnerships
      3. First Mover Advantage
      4. Inventory Management / Sanitation
   2. Supplier Power
      1. Product selection
      2. Price
      3. Product
      4. Forms of payment
      5. Only one
      6. Quantity
      7. Quality
   3. Buyer Power
      1. Customer may not buy
      2. The customer can chose the quantity
      3. Viral marketing
      4. More quantity
      5. External location
      6. Reliable customer / Increase in Sales
   4. Competitive Rivalry
      1. Fast Food
      2. Deliveries
      3. Other food trucks
      4. More alcohol
      5. Parties
   5. Product and Technology development
      1. Payment options
      2. Mobile App
      3. Cooking equipment
3. Scooter’s Target Market
   1. Customer Segment
      1. SMU Students
      2. High school ( Park Cities)
      3. Middle school (Park Cities)
   2. Value Proposition
      1. Gourmet food on the go
   3. Barriers to Entry