**Five Forces for Zebras Burn Pub**

This document is used to analyze all five Porter’s forces to explain the connection between the new entrants and how their represent a threat for our business. This document also explain customers’ power and what a substitute produce is.

**Threat of new entrants**

Easy to purchase a propriety and get started with a similar pub in a very short time.

New clubs, bars or restaurants can also be open nearby and it can affect the way the business is evolving.

Very difficult to predict or anticipate new entrants on the market.

It is important to create a brand and to maintain.

It is easy to gain permission from the authorities.

**Determinants of supplier power**

Multiple suppliers can be used to provide the same articles. Low influence.

High number of alternatives.

The liberty of ordering online or directly.

Working with global known brands.

**Rivalry among existing firms**

Medium rivals in the nearby area.

Bigger and better pubs or highly known competitors can open anytime.

Marketing partners and using customer to promote.

Innovation is very important because better and newer products can attract more clients.

**Determinants of buyer power**

Vast selection of drinks and foods available.

Buyers don’t have bargaining power since prices are set.

Buyers determine the theme for parties/events.

**Threat of substitute products**

New and better events can be regarded as substitutes.

Difficult to stay in the top of all similar/substitute products.

The threat of new entrants is a very serious one. At any given moment a new pub or bar could open in the neighborhood since it’s very easy to purchase a propriety and transform it into a bar. Most of the client could take advantage of this. Since is very hard to predict new entrants is it better to focus on creating brand and a very high stats since the very beginning.

The supplier don’t have that much power since the products they deliver can be offered from more than one supplier. This way the manager can choose the supplier according to delivery and product quality, price and so on. A good advantage is having a brand and a very good reputation. The order can be done online or directly.

Innovation is very important regardless of area. The business needs to keep improving in order to keep the customers and acquiring new ones. Every small new entrants can be a threat. Existing rivals could also improve and the competition can become bigger is no measures are taken. The use of marketing partners and promoting using t-shirt or cups can help a lot.

The customers have no influence regarding the price of the place. They are very influent when it comes to parties and events themes or singers. They can also influence the products in the menu.

Some substitute products can be specific food restaurants. They can appear any time and there is nothing to do to prevent their launch. Also, it’s very difficult to predict they appearance. The only solution is to race with them and stay in top when talking about customer satisfaction and number of services offered.