External Analysis
-As v 3

-Ask 3 questions

-> 15 this realistic to enter the market

Does the industry contain ripe markets to enter

-> Can we avoid competition.

- O Define your Industry

-not too broad, but not too nation

- Macro Environ mental trends can affect Industries

-> te. trends, fech adv, politics ...

- 5 forces model

Threat of New entrants 2 borners

Threat of New entrants 2 borriers

to entry

supplier Rivalry among Runer borgan

Supplier Rivalry amny Bryer bargain

Borgaining - existing power

Fower firms and power

Substitute threat less power

Supplier focal Buyers Power Industry Power

La Backwards integration : pepsi buying a caffeine supplier La Forwards Int: Ford buying a Dealership.

Substitutes come from obtaile the Industry

- if you have to do something, then it can be priced higher.

- Cost of substitute products

- Rivalry varies by competition and Industry Growth Rate