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Foressential

1. Identify the two tables and the field(s) in each table that needs to be normalized.

* Table: Product- field: Shipping weight classification, Size
* Table: Invoice- field: Status

1.) Identify which of Porter’s Five Forces might influence your company the most and why.

A supplier’s Bargaining power is the most likely to affect my business as it is heavily based on materials that are sourced from multiple suppliers, especially online. This also gives them the unfair advantage of charging me a price of their liking., this is because there is a limited good quality supply of products that Foressential uses in its production. Cheaper suppliers for the same materials such as lavender or eucalyptus essential oils exist but their quality and way of sourcing might not be ethical; which is something that helps justify the price of Foressential’s premium products.

2.) Which competitive strategy (Cost + Differentiation) does your company position itself any why.

Forresential exists in a niche domain where it provides better quality products within the beauty soap industry segment for a competitive price. The company not only makes a net benefit but can also afford to reinvest into itself. Barriers to entry are low and hence suppliers and customers can potentially be locked. Forresential’s competitive strategy of choice is differentiation, based on the fact that it’s soaps use premium quality ingredients from the grassroot level, which other companies in its industry can not do because of their sheer size i.e they are too big to make soaps by hand and acquire the same essential oils and beeswax as Foressential.

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