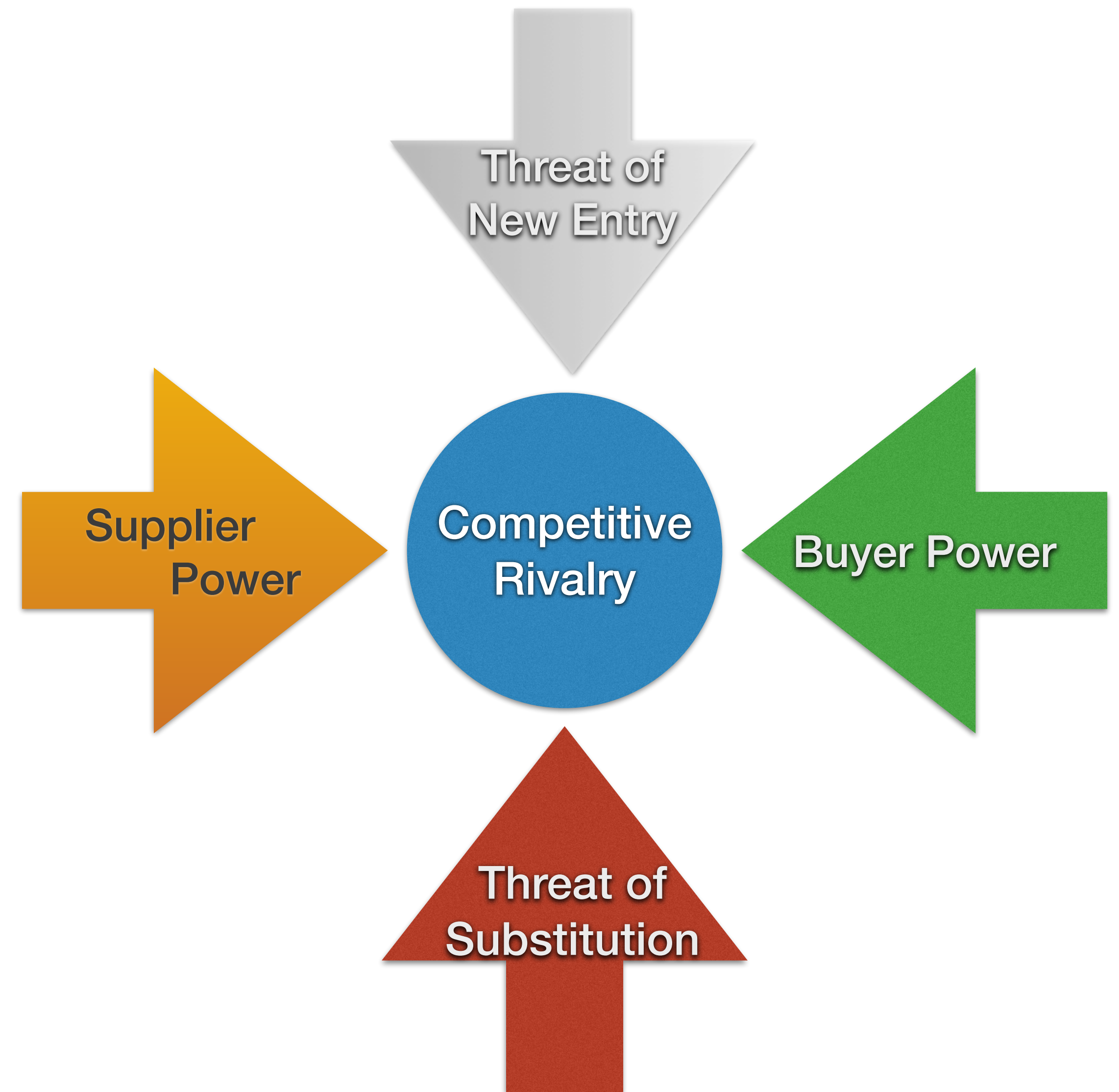


# Five Forces Template



# Five Forces Template

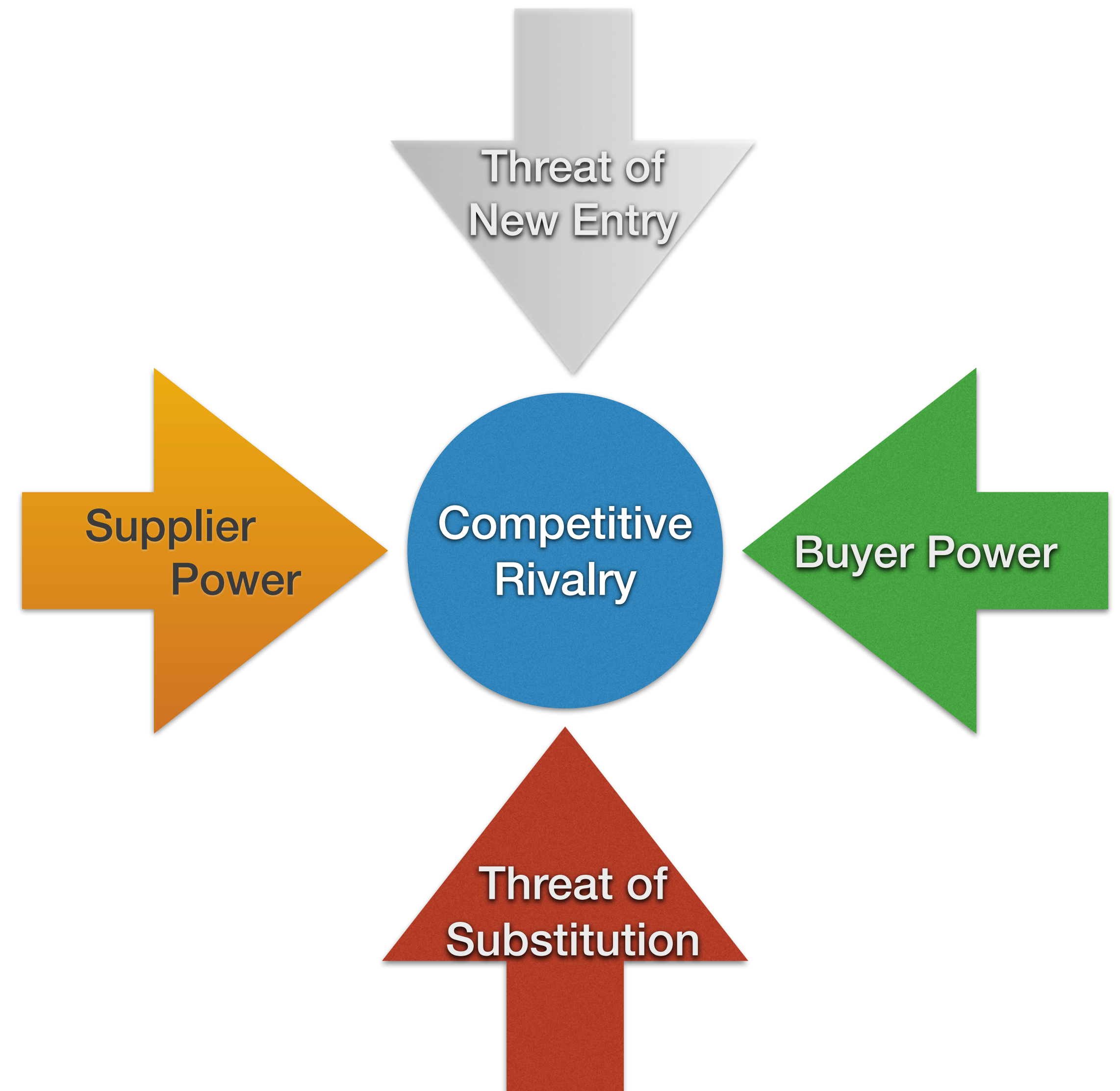
- The Five Forces Model
- Porters Five Forces Framework
- Focus on the Competitive Forces in an industry
  - Competitive Rivalry
  - Supplier Power
  - Buyer Power
  - Threat of Substitutes
  - Threat of New Entry





# Five Forces Template

- Use this template to brainstorm the competitive forces which affect your business or product
- You can conduct this analysis at any level within your organisation
- What is your Generic Strategy? Cost or Differentiation? Broad or Focused?
- Ask your self what are the implications for your business?
- What strategies can you devise to counter act these competitive pressures?



# Five Forces Template

- Competitive Rivalry



# Five Forces Template

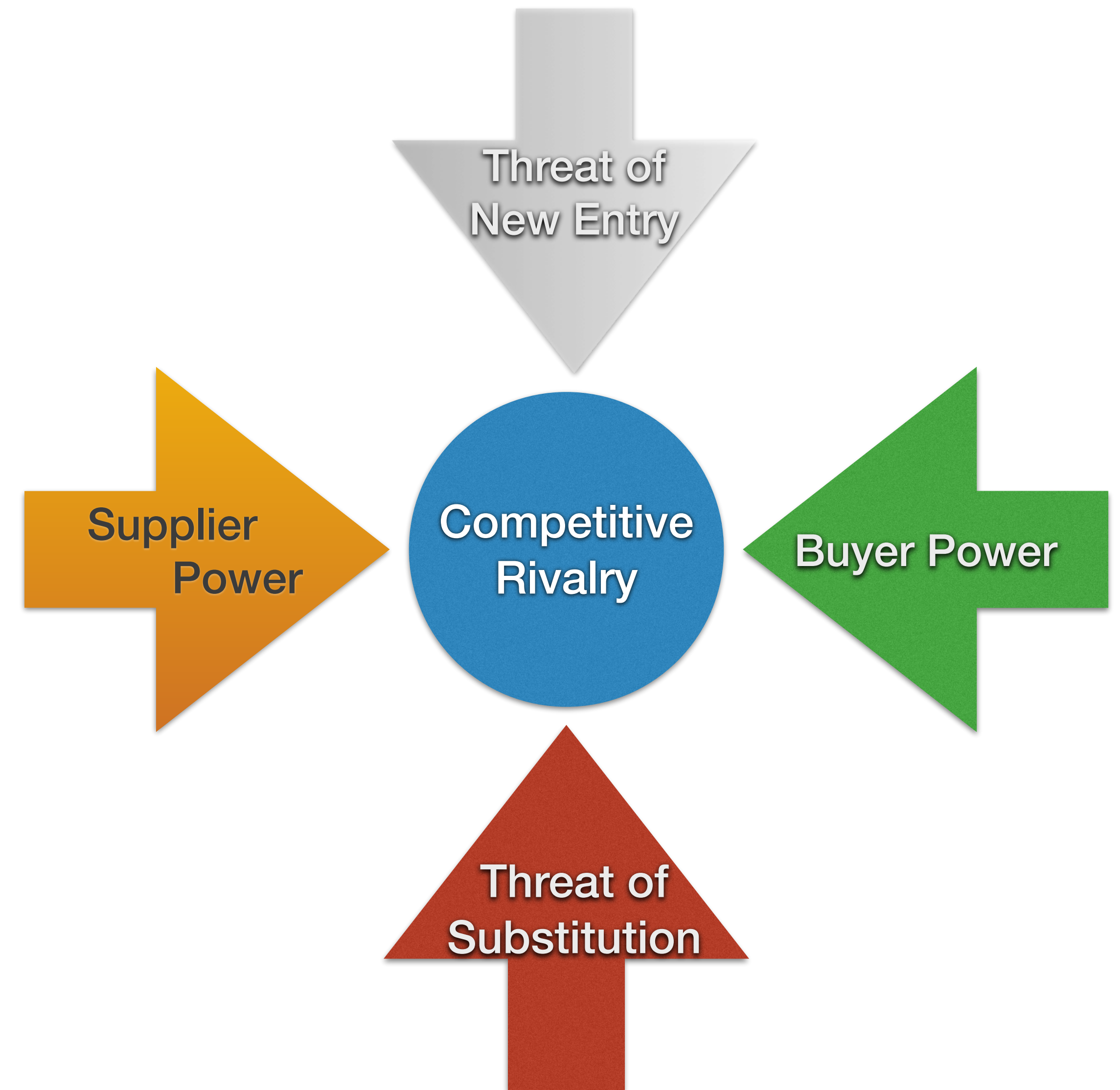
- Supplier Power





# Five Forces Template

- Buyer Power



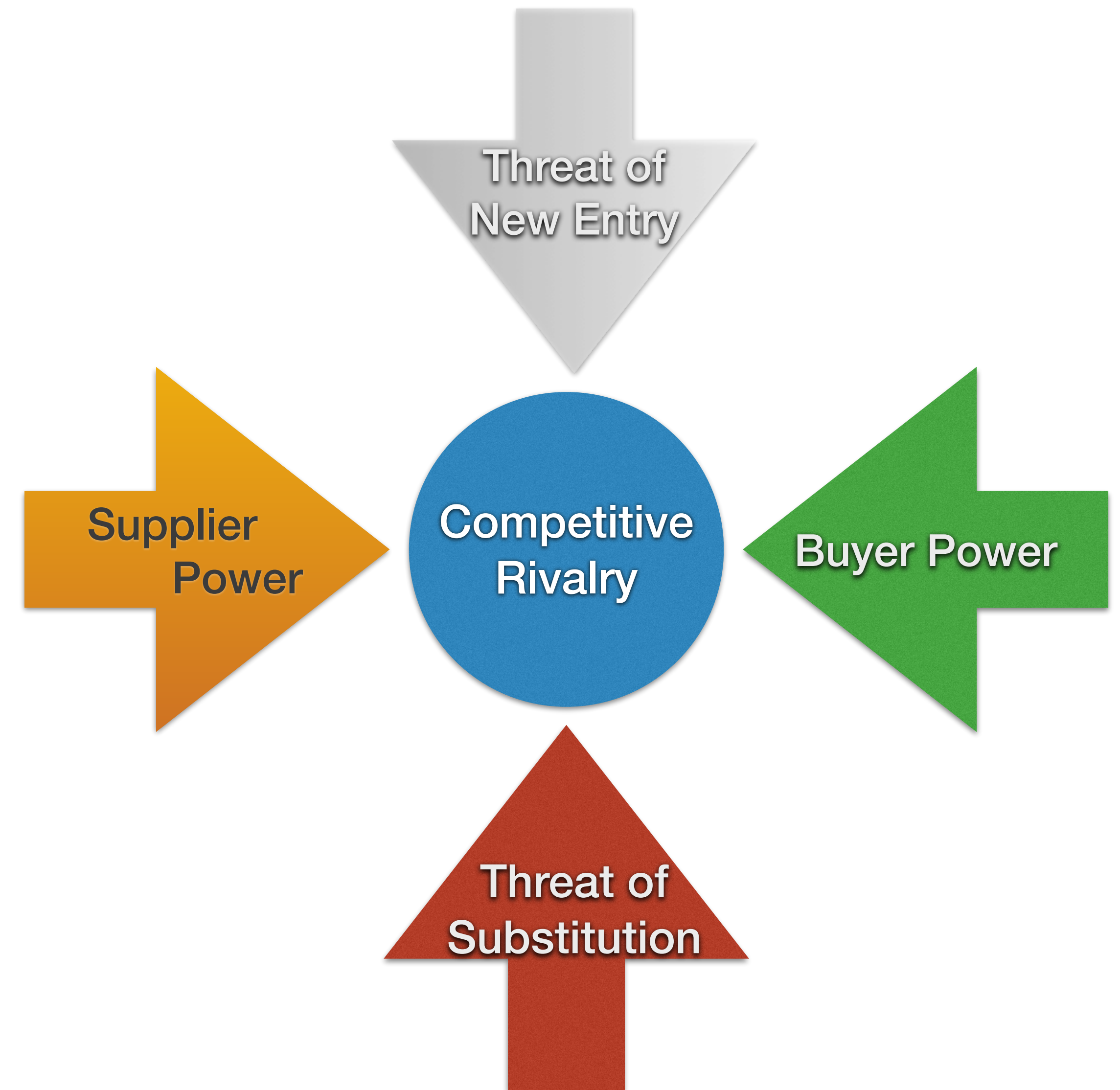
# Five Forces Template

- Threat of Substitutes



# Five Forces Template

- Threat of New Entry





# Five Forces Template

