**[](https://www.smartsheet.com/try-it?trp=11745&utm_source=integrated-content&utm_campaign=/content/industry-analysis-templates&utm_medium=Porter’s+Five+Forces+Model+doc+11745&lpa=Porter’s+Five+Forces+Model+doc+11745)PORTER'S FIVE FORCES ANALYSIS TEMPLATE**

|  |  |  |  |
| --- | --- | --- | --- |
| THREAT OF NEW ENTRY | POWER OF BUYERS | THREAT OF SUBSTITUTES | POWER OF SUPPLIERS |
|  |  |  |  |

|  |  |
| --- | --- |
| COMPETITIVE RIVALRY | |
|  |  |

**PORTER'S FIVE FORCES ANALYSIS EXAMPLE**

|  |  |  |  |
| --- | --- | --- | --- |
| THREAT OF NEW ENTRY | POWER OF BUYERS | THREAT OF SUBSTITUTES | POWER OF SUPPLIERS |
| Consider how much money, time, and effort it would take for a company to displace you. | If you have many customers, you have the power. Otherwise, buyers can negotiate more advantageous deals elsewhere or find sources other than yours. Consider how you would treat that situation. | A competitor could create a product or model that replaces yours. On the other hand, a new product or service could also complement yours, which would create a symbiotic sales situation. Complements are sometimes  considered the  sixth force  in the model. | The more potential suppliers you have, the better for you. Consider how having fewer suppliers might impact your operation. |

|  |  |
| --- | --- |
| COMPETITIVE RIVALRY | |
| Determine who your competitors are, who the closest competitors are, and their products,  prices, and quality. Fewer rivals mean more opportunity for your unique qualities to shine;  many rivals mean more competitors to steal your customers and potentially better deals  to lead customers elsewhere. |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |