**PORTER'S FIVE FORCES ANALYSIS TEMPLATE**

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| THREAT OF NEW ENTRY | POWER OF BUYERS | THREAT OF SUBSTITUTES | POWER OF SUPPLIERS |
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| COMPETITIVE RIVALRY |
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**PORTER'S FIVE FORCES ANALYSIS EXAMPLE**

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| 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. |

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| 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. |   |

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