**SEVEN FORCES MODEL**

**by Thompson & Strickland**

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| 1 | Dominant Economic Features of the Industry |   |
| 2 | Sources of Competitive Pressures and Strengths of Competitive Forces |   |
| 3 | Driving Forces in the Industry |   |
| 4 | Market Position of the Competitors |   |
| 5 | Strategic Moves of the Competitors |   |
| 6 | Industry’s Key Success Factors |   |
| 7 | Industry Analysis Plan |   |

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