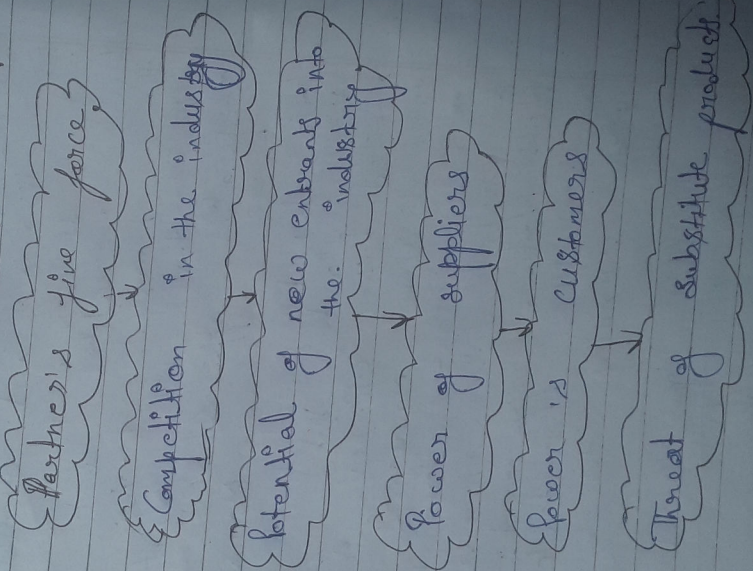


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Q.2 Explain the Porter's Five Forces from work for industry & analysis and strategy development.



* ① Competition in the industry - The first of the five forces refers to the

no. of competitors and their ability to undercut a company

* (C) Potential of New Entrants into an industry :-

A company's power is also affected by the force of new entrants into its market.

* (B) Power of Customers :-

The ability that customers have to drive prices lower or their level of power is one of the five forces.

* (E) Threat of Substitute :- The cost

forces on substitute of the five will have the option to forgo buying a company's product, and a company's power can be weakened.

* (S) Power of Suppliers :- The next

five forces model address how easily suppliers can drive up the cost of input.