

Understanding Porter's five forces

Porter's five forces is a business analysis model that helps to explain why various industry in Michel E Porter book.

Competitive Strategy: Techniques for used to analyze the industry structure of a company and competitors in 1980 the five force model is widely used to analyze the industries structure of a company as well as its corporate strategy

Porter's five forces are

- Competition in the industry
- Potential of new entrants into the industry
- Power of suppliers
- Power of customers
- Threat of substitute product

Competition in the industry

Q-2

Explain the Porter's five force framework for Industry analysis and business Strategic development.

Ans-2

Porter's five forces

Porter's five forces is a model that identifies and analyzes five competitive forces that shape every industry and help determine an industry's weakness and strength. Five force analysis is frequently used to identify and industry's weakness and strengths.

Five force analysis is a structure to determine corporate strategy. Porter's Model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The five forces model is named after Harvard Business School Professor, Michael E Porter.