

# PORTER'S 5 FORCES : MARKET ANALYSIS

## THREAT OF NEW ENTRANTS

BARRIERS TO ENTRY  
BRAND LOYALTY  
ECONOMIES OF SCALE  
CAPEX REQUIREMENTS  
LAWS & POLICIES  
ACCESS TO DISTRIBUTION



## SUPPLIERS POWER

# AND SIZE OF SUPPLIERS  
PRODUCT UNIQUENESS  
CONTRACT TERMS/DURATION  
SWITCHING COSTS

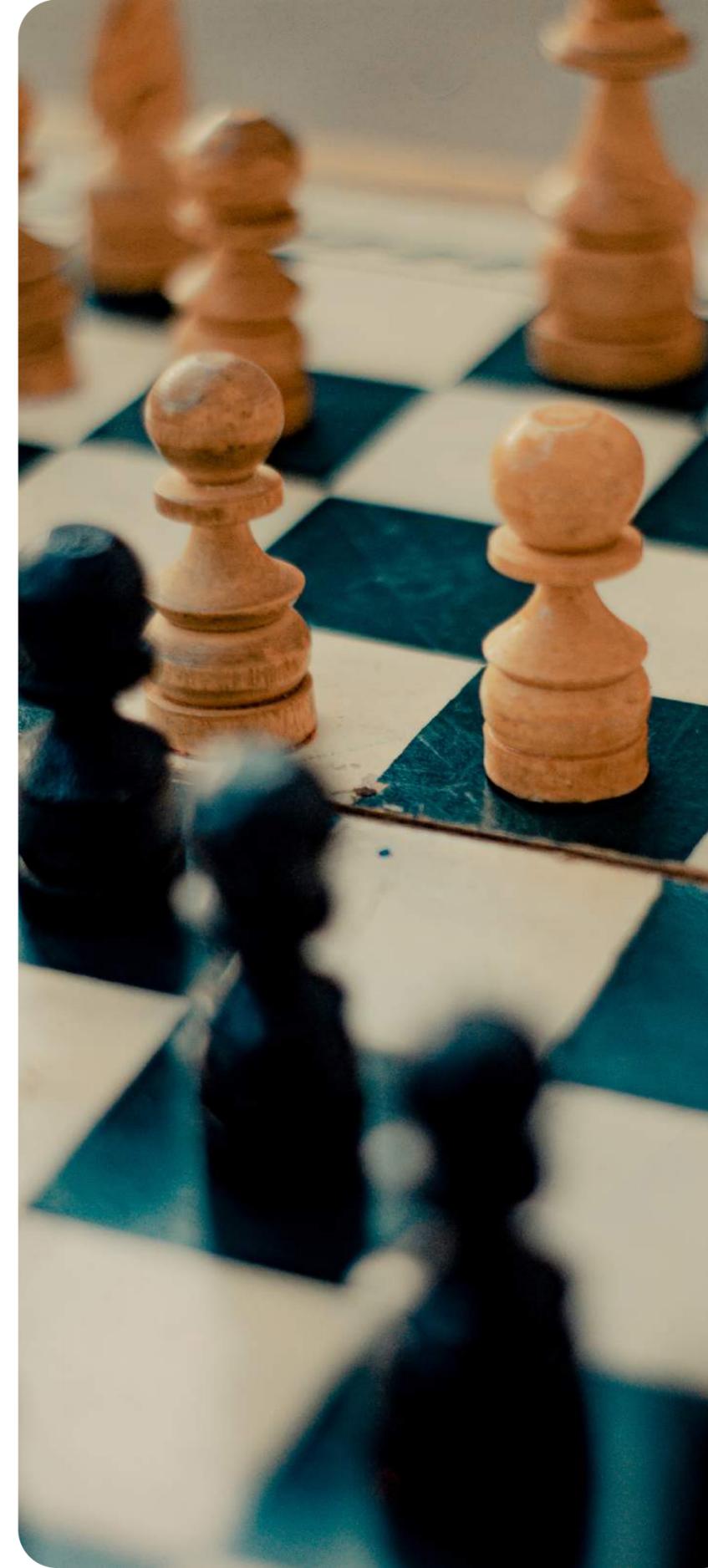
## BUYERS POWER

# OF CUSTOMERS  
SIZE OF EACH ORDER  
PRICE SENSITIVITY  
SWITCHING COSTS

# OF SUBSTITUTES AVAILABLE  
BUYER PROPENSITY TO SUBSTITUTE  
PERCEIVED LEVEL OF DIFFERENTIATION  
EASE OF SUBSTITUTION

## THREAT OF SUBSTITUTES

Find more at <https://ex-change.space>



# 4 CORNERS MATRIX: COMPETITION ANALYSIS

## Drivers

VISION, MISSION, GOALS  
BUSINESS PHILOSOPHY  
EXTERNAL CONSTRAINS  
LEADERSHIP TEAM BACKGROUND



## Current strategy

VALUE PROPOSITION  
INVESTMENT STRATEGY  
PERFORMANCE & RESULTS  
PARTNERSHIPS & NETWORKS



# COMPETITOR'S FUTURE STRATEGY



PERCEPTION OF OWN STRENGTHS  
CLARITY ABOUT COMPANY GOALS  
ORGANIZATIONAL SKILLS/ABILITY  
CULTURE AND MORAL

## Mngt assumptions



PRODUCT PORTFOLIO  
SALES & MARKETING  
PATENTS AND COPYRIGHTS  
FINANCIAL STRENGTH

## Capabilities

MOTIVATION

ACTIONS



# VRIO FRAMEWORK : COMPETITIVE ADVANTAGE

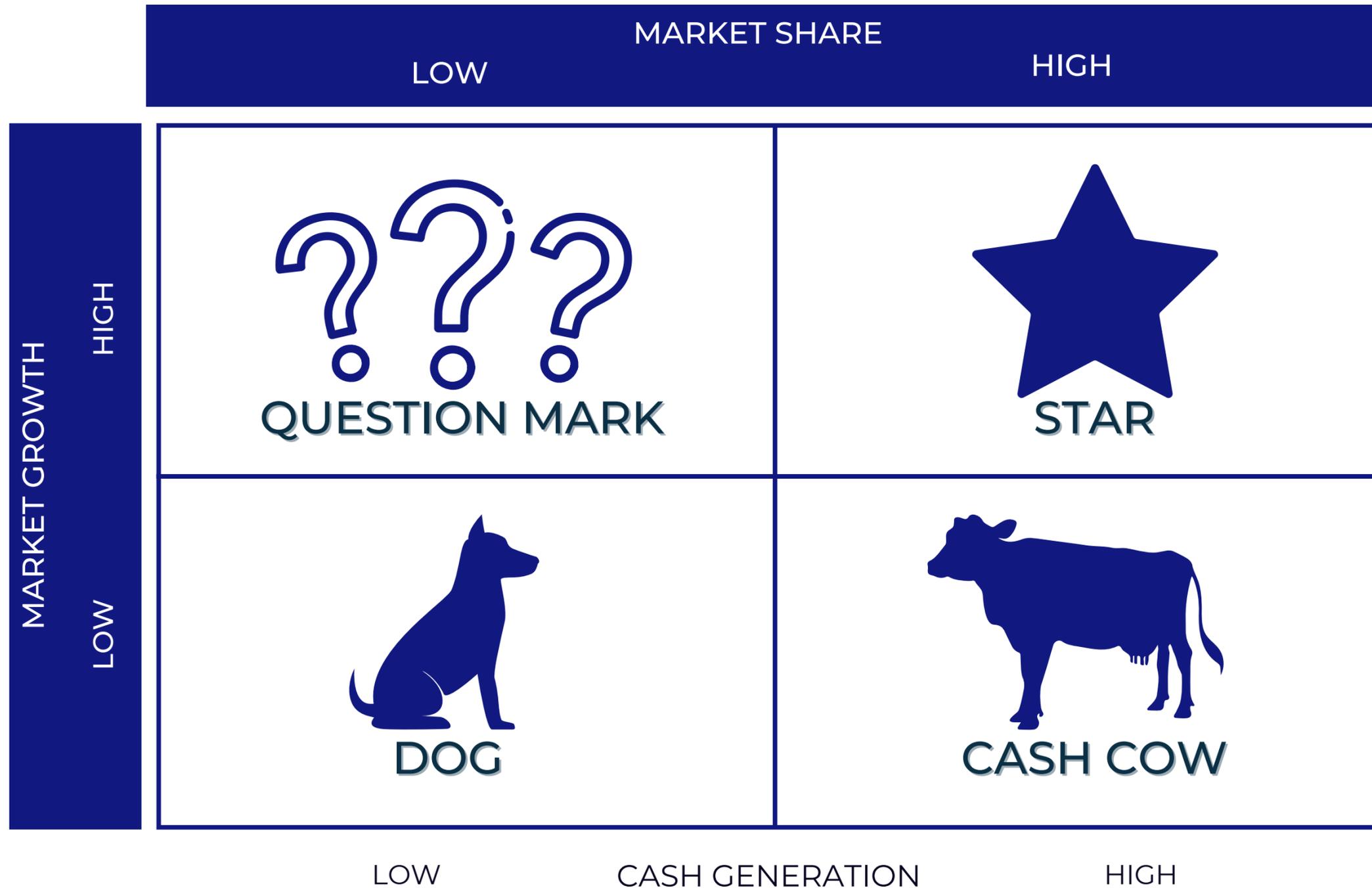
| VALUABLE | RARE | HARD TO IMITATE | ORGANIZED |                       |
|----------|------|-----------------|-----------|-----------------------|
| ▼        | ✗    |                 |           | COMPETITIVE PARITY    |
| ▼        | ▼    | ✗               |           | TEMPORARY ADVANTAGE   |
| ▼        | ▼    | ▼               | ✗         | UNUSED ADVANTAGE      |
| ▼        | ▼    | ▼               | ▼         | SUSTAINABLE ADVANTAGE |



# ANSOFF MATRIX : GROWTH STRATEGIES



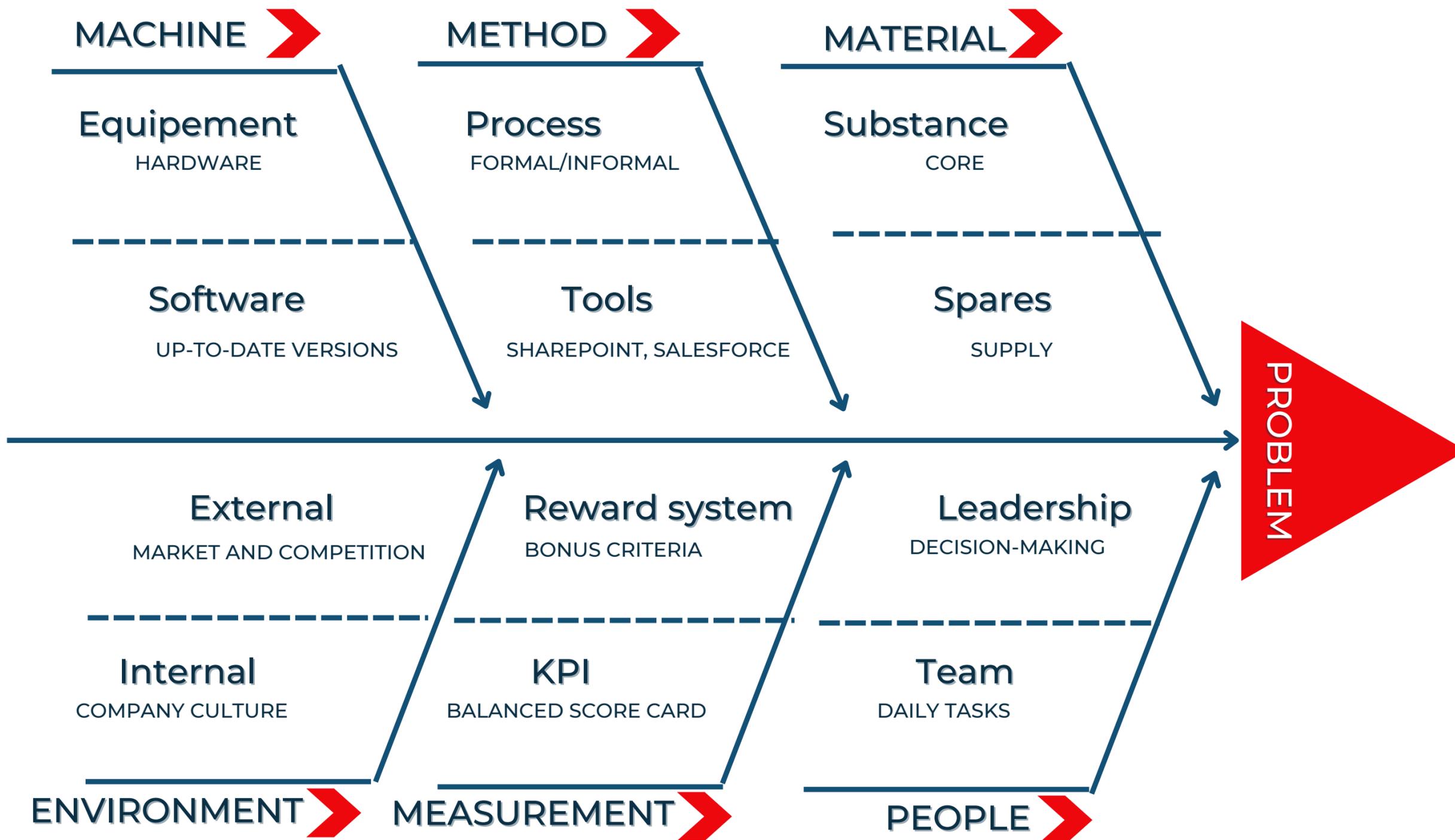
# BCG MATRIX : PRODUCT PORTFOLIO



HIGH  
CASH USAGE  
LOW



# ROUTE CAUSE ANALYSIS : PROBLEM IDENTIFICATION



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