

Porters 5 Forces

Item Under Investigation:
Project:

Date:
Analyst:

Threat of New Entrants

Barrier to Market Entry	Magnitude of Barrier

Who	What	How Likely

Supplier Power

Who	What	How Likely

Forward Integration

Buyer Power

Who	What	How Likely

Backward Integration

Substitute Products

Who	What	How Likely

Market Rivalry

Who	What	How Likely