

Five forces model of industry attractiveness.

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Doc. Ref.

Project Name :

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<i>Threat to industry profitability</i>			
<i>Competitive force</i>	<i>Low</i>	<i>Medium</i>	<i>High</i>
Threat of substitutes			
Threat of new entrants			
Rivalry among existing firms			
Bargaining power of suppliers			
Bargaining power of buyers			

Instructions:

- Step 1: Select an industry.
- Step 2: Determine the level of threat to industry profitability (low, medium, or high).
- Step 3: Use the table to develop an overall feel for the attractiveness of the industry.
- Step 4: Use the table to identify the threats that are most often relevant to industry profitability.

Questions to determine the potential success of a New Venture.

