

PORTER'S FIVE FORCES ANALYSIS



THREAT OF NEW ENTRANTS

Barriers to entry, economies of scale, access to distribution channels, government policies, capital requirements, experience in the market

Oyster Mushrooms - 6 weeks



POWER OF SUPPLIERS

Number of suppliers, size of suppliers, uniqueness, prices, switching costs.

Goat milk supplier for cheese



POWER OF BUYERS

Number of clients, differences between competitors, information availability, price sensitivity, customer budget.

Florists buying short shelf-life flowers



THREAT OF SUBSTITUTE

Number of substitute products, buyer propensity to change, perceived level of product differentiation, easy of substitution, prices points.

Will the customer notice any difference between your oyster mushrooms and a competitor's?



COMPETITION IN THE INDUSTRY

Number of competitors, diversity of participants, quality differences, market concentration, barriers to exit, switching costs, industry growth.

Gin distilleries