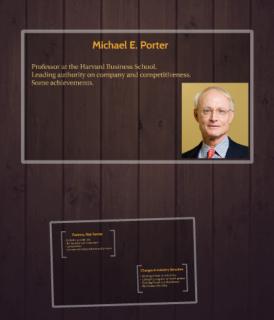
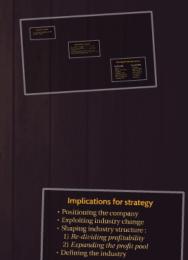
## The Five Competitive Forces That Shape The Strategy



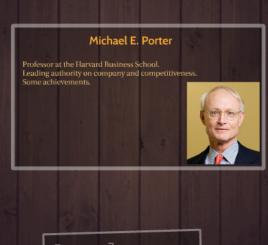




# The Five Competitive Forces That Shape The Strategy











### Implications for strategy

- · Positioning the company
- Exploiting industry change
   Shaping industry structure;
   1) Re-dividing profitability
- Expanding the profit pool
   Defining the industry

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### Michael E. Porter

Professor at the Harvard Business School.

Leading authority on company and competitiveness.

Some achievements.



### The 5 forces:

Bargaining Power of Customers

Threat of New Entrants

Bargaining Power of Suppliers

Competitive Rivalry within an Industry Threat of Substitute Products