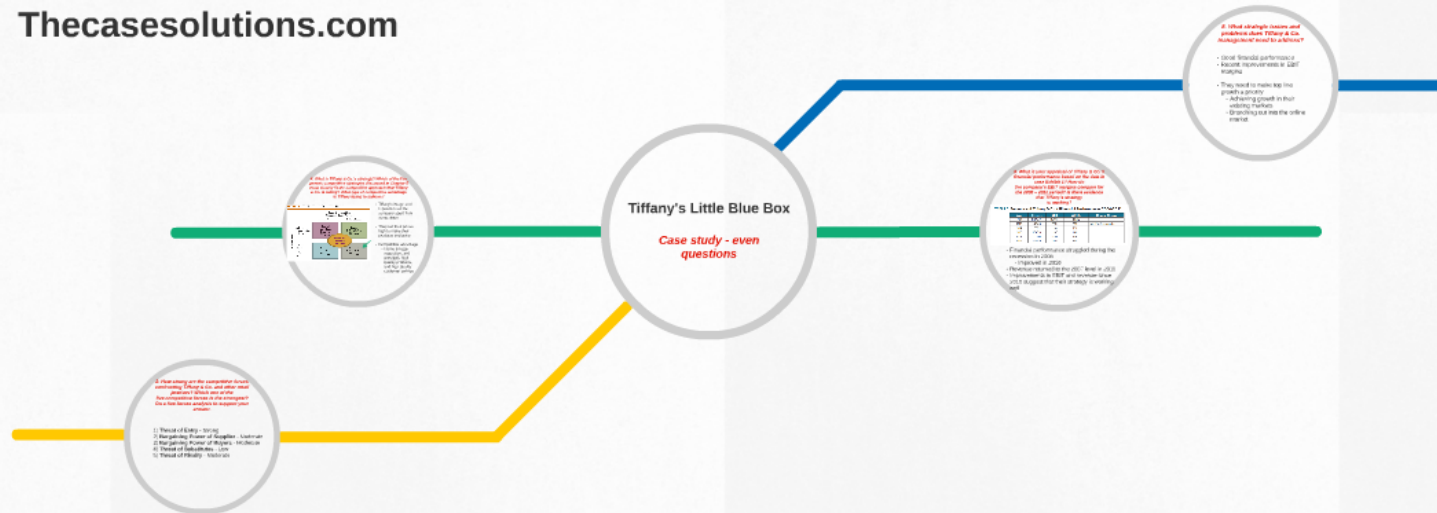


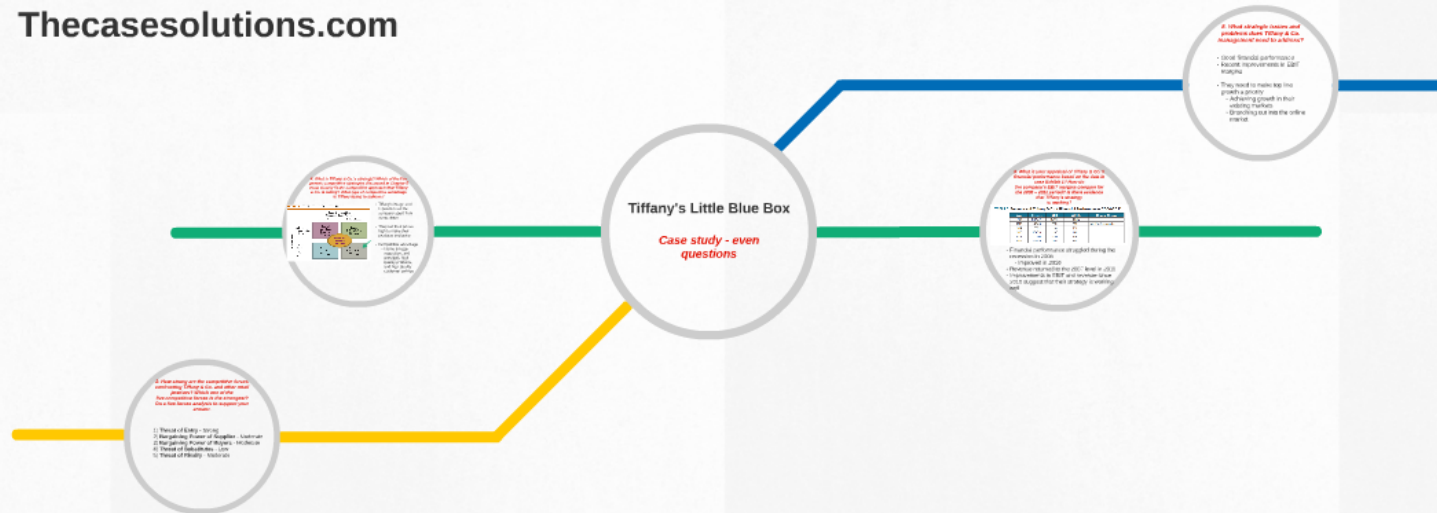
Tiffany's Little Blue Box

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*Case study - even
questions*

2. How strong are the competitive forces confronting Tiffany & Co. and other retail jewelers? Which one of the five competitive forces is the strongest? Do a five-forces analysis to support your answer.

- 1) **Threat of Entry** - Strong
- 2) **Bargaining Power of Supplier** - Moderate
- 3) **Bargaining Power of Buyers** - Moderate
- 4) **Threat of Substitutes** - Low
- 5) **Threat of Rivalry** - Moderate