## Sample Porter’s 5 Forces Framework

### Threat of New Entrants
- What are the barriers to entry in this industry?
- How do economies of scale work in this industry?
- What are some cost advantages our client has?
- What kind of access does our client have to distribution channels?
- How is our client’s product protected from new entrants?

### Competitive Dynamics
- Who are the other competitors in the market and what are their market shares?
- How quickly are the other competitors growing?
- What are our client’s competitive advantages? What are our client’s weaknesses?
- Do competitors compete on price in this market?

### Supplier Power
- How many suppliers are there in the market?
- Who are the key suppliers?
- How much bargaining power do suppliers have in the market?
- Is there a lot of differentiation amongst suppliers?

### Buyer Power
- Who are the key customers?
- What is the cost for buyers to switch to different competing companies?
- How much bargaining power do customers have?
- Do customers have equal information to the products on the market?

### Threat of Substitutes
- Are there any notable substitutes in the market for our client’s products that have similar prices and qualities?
- What is the cost for switching to other similar products for the customer?