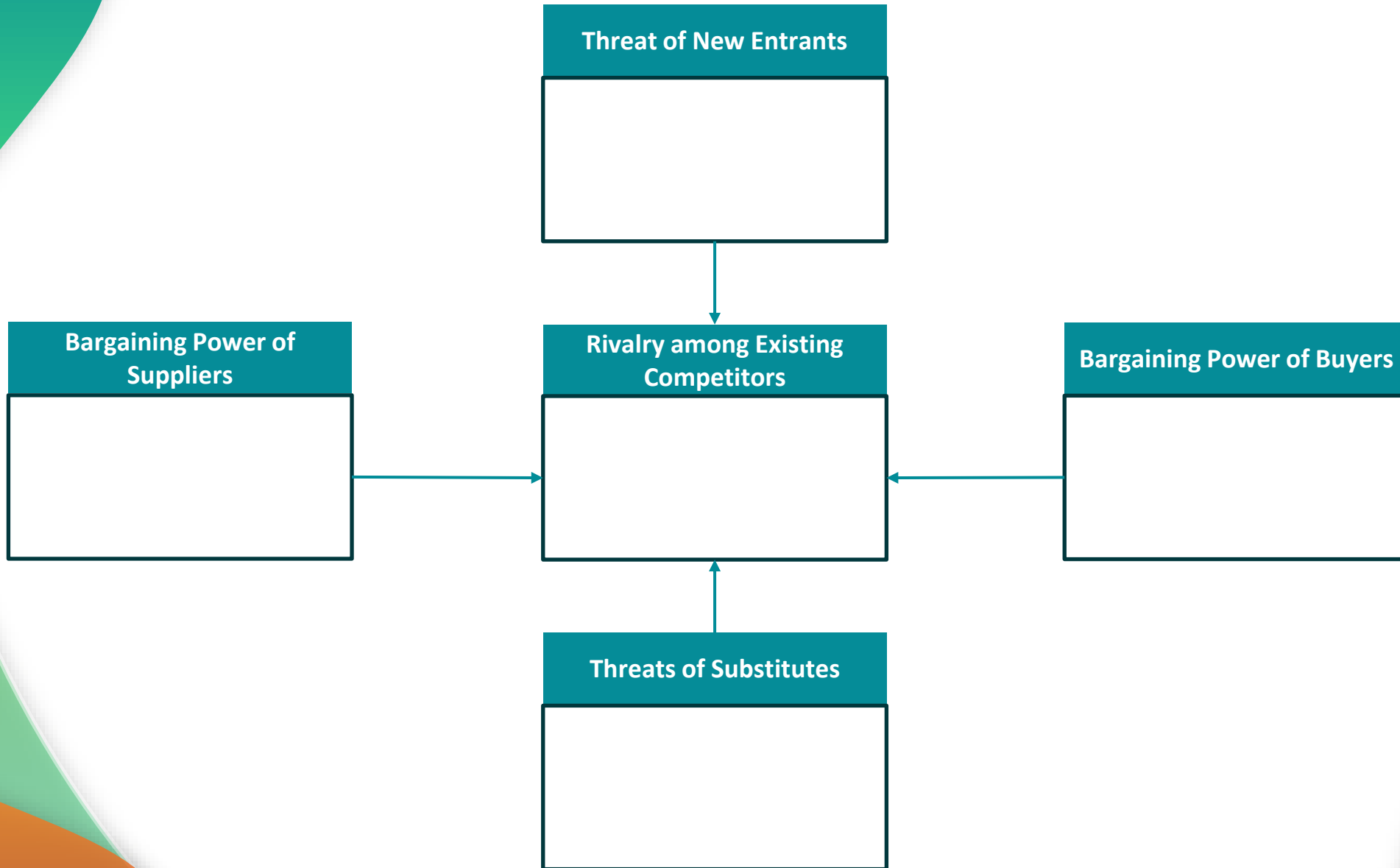


# PORTER'S FIVE FORCES CANVAS

| Force                                | Description  | Factors to Consider  | Strategies to Mitigate  |
|--------------------------------------|--|--|---|
| <b>Threat of New Entrants</b>        | Analyse barriers to entry and potential new competitors.                       | <ul style="list-style-type: none"> <li>• Capital requirements</li> <li>• Technology and innovations</li> <li>• Government policies</li> </ul>        | <ul style="list-style-type: none"> <li>• Strengthen brand loyalty</li> <li>• Enhance product differentiation</li> <li>• Secure distribution channels</li> </ul> |
| <b>Bargaining Power of Suppliers</b> | Assess how much power suppliers have to drive up prices.                       | <ul style="list-style-type: none"> <li>• Number of suppliers</li> <li>• Uniqueness of products</li> <li>• Switching costs</li> </ul>                 | <ul style="list-style-type: none"> <li>• Diversify supply sources</li> <li>• Build strong relationships</li> <li>• Increase order volumes</li> </ul>            |
| <b>Bargaining Power of Buyers</b>    | Determine the impact of buyers on pricing and conditions.                      | <ul style="list-style-type: none"> <li>• Number of customers</li> <li>• Size of orders</li> <li>• Price sensitivity</li> </ul>                       | <ul style="list-style-type: none"> <li>• Diversify customer base</li> <li>• Increase product differentiation</li> <li>• Improve customer service</li> </ul>     |
| <b>Threat of Substitutes</b>         | Evaluate the likelihood and impact of customers switching to alternatives.     | <ul style="list-style-type: none"> <li>• Availability of substitutes</li> <li>• Relative price and performance</li> <li>• Switching costs</li> </ul> | <ul style="list-style-type: none"> <li>• Improve product performance</li> <li>• Emphasize unique features</li> <li>• Employ competitive pricing</li> </ul>      |
| <b>Industry Rivalry</b>              | Examine the intensity of competition among existing competitors in the market. | <ul style="list-style-type: none"> <li>• Number of competitors</li> <li>• Market growth</li> <li>• Product similarity</li> </ul>                     | <ul style="list-style-type: none"> <li>• Focus on niche markets</li> <li>• Foster customer loyalty</li> <li>• Innovate continuously</li> </ul>                  |

# PORTER'S FIVE FORCES CANVAS



# COMPETITOR ANALYSIS CANVAS

|                            | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
|----------------------------|--------------|--------------|--------------|--------------|
| Name and short description |              |              |              |              |
| Strengths                  |              |              |              |              |
| Weaknesses                 |              |              |              |              |
| Competitive Advantage      |              |              |              |              |
| Competitive Positioning    |              |              |              |              |