

Porter’s Five Forces

**Complete**the table below**.**For the company you’ve decided to assess in week 1, determine the strength of each of Porter’s Five Forces and of the complementors.

**Justify** your determination with examples.

| **Industry force**  | **Strength** | **Provide a justifying your determination with examples** |
| --- | --- | --- |
| **High**  | **Medium**  | **Low**  |
| ***Example*** |  | **x** |  | *This is why I believe it is medium.* |
| Threat of new entrants  |  |  |  |  |
| Power of buyers  |  |  |  |  |
| Power of suppliers  |  |  |  |  |
| Power of substitutes  |  |  |  |  |
| Rivalry among competitors  |  |  |  |  |
| Complementors  |  |  |  |  |
| References: |