

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: | | | | |