**Porter’s 5 Forces – Template**

|  |  |
| --- | --- |
| **1. Examine your organisation and the competitive environment in which it operates against each of the five forces.** | |
| (Threat of) Entry of competitors | Click or tap here to enter text. |
| (Threat of) Substitutes | Click or tap here to enter text. |
| Bargaining power of buyers | Click or tap here to enter text. |
| Bargaining power of suppliers | Click or tap here to enter text. |
| Rivalry amongst the existing players | Click or tap here to enter text. |

|  |  |  |
| --- | --- | --- |
| **2. Summarise the present situation under each force category and assign a rating using a scale from 1-10, where 1 represents a significantly unfavourable force and 10 represents a significantly favourable force.** | | |
| **Force** | **Summary** | **Rating** |
| (Threat of) Entry of competitors | Click or tap here to enter text. | Click or tap here to enter text. |
| (Threat of) Substitutes | Click or tap here to enter text. | Click or tap here to enter text. |
| Bargaining power of buyers | Click or tap here to enter text. | Click or tap here to enter text. |
| Bargaining power of suppliers | Click or tap here to enter text. | Click or tap here to enter text. |
| Rivalry amongst the existing players | Click or tap here to enter text. | Click or tap here to enter text. |

|  |
| --- |
| **3. Reflect on the results obtained and consider beneficial strategic actions that reduce exposure to weaknesses and capitalise on strengths.** |