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3 Five Forces Model



Introduction

Michael E. Porter has established a Model called Five Forces Model and it is very useful about analyzing the competitors in the industry. It assists organizational managers in identifying the forces that define industry features and outlining appropriate winning strategies.



New Entrants

The threat of new entrants is defined as the potential of new competitors on the market. This means that, industries exposed to low barriers to entry, become much sensitive to new entrants. These barriers could be things like capital as well as fixed costs, savings that emanate from large scale production, and customer loyalty.



Bargaining Power

This power is conferred to suppliers whenever they remain scarce, unique or own a necessary commodity in the processing of another company. Stiff competition and high bargaining power of suppliers may in most occasions cause cost to be high hence a one .of businesses *ووسف* stop nail on the



Conclusion

The Five Force Model developed by Porter provides useful knowledge about industry and supports companies' strategic management decisions. Overall, as business analyze those five forces, they will be able to maneuver competition proficiently and guarantee sustainable success.

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