

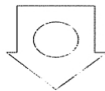
Porter's Five Forces Worksheet

- For instructions on Porter's Five Forces Analysis, visit <http://www.mindtools.com/rs/Porter>.
- For more business problem solving tools, visit <http://www.mindtools.com/rs/ProblemSolving>.
- For more business leadership skills visit <http://www.mindtools.com/pages/HowtoLead.htm>.

Threat of New Entry:

.....
.....
.....
.....
.....

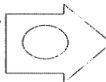
Threat of
New Entry



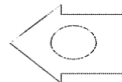
Competitive Rivalry:

.....
.....
.....
.....
.....

Supplier
Power



Competitive
Rivalry



Buyer
Power

Supplier Power:

.....
.....



Buyer Power:

.....
.....

Threat of Substitution:

.....
.....
.....

Threat of
Substitution

.....
.....

To learn more skills like this every two weeks, subscribe to the free Mind Tools newsletter:
<http://www.mindtools.com/subscribe.htm>.

This technique was developed by Prof Michael Porter. Click [here](#) for the book that describes it.

© Copyright [Mind Tools Ltd](#), 2006. Please feel free to copy this sheet for your own use and to share with friends,
co-workers or team members, just as long as you do not change it in any way.