

PORTER'S 5 FORCES ANALYSIS			
Date:			
Vertical Forces	Power to Control	Effect Level	Threat Level
COMPETITION/RIVALRY			

Vertical Forces	Power to Control	Effect Level	Threat Level
NEW ENTRANTS & THREATS			
SUBSTITUTES & THREATS			

Horizontal Forces	Power to Control	Effect Level	Threat Level
SUPPLIER'S NEGOTIATING POWER			
CLIENT'S BARGAINING POWER			