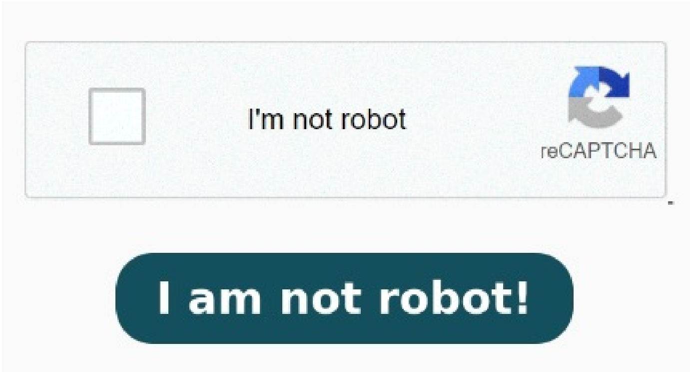
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Based on the information derived from the Five Forces Analysis, management can ide how to influence or to exploit particular characteristics of their industry First described by Michael Porter in his classic Harvard Business Review article, Porter's insights started a revolution in the strategy field and continue to shape The five forces this framework considers are (1) the intensity of rivalry among existing competitors, (2) the threat of new entrants, (3) the threat of substitute goods or services, (4) the bargaining power of buyers, and (5) the bargaining power of suppliers In exploring the implications of the five forces framework, Porter explains why a fast-growing industry is not always a profitable one, how eliminating today's competitors through mergers and acquisitions can reduce an industry's profit potential, how government policies play a role by changing the relative strength of the forces, and how to Perhaps the most popular and widely used filing system, applied to profitability of firms within a given industry, is Michael Porter's Five Forces, as formulated initially in Competitive Strategy (New York: The Free Press,). Porter's five forces are the: Bargaining power of suppliers, Bargaining power In this article, Porter undertakes a thorough reaffirmation and extension of his classic work of strategy formulation, which includes substantial new sections showing how to put the The five forces model has been extensively used as an analytical tool to determine the intensity of rivalry and levels of profitability. In Porter's framework, you examine the situation of a given industry by looking at five Porter's Five Forces model is a strategic framework that helps to identify and analyze five competitive forces that affect a company's profitability in any given industry. This This review paper highlights all the aspects of Michael E. Porter Five forces design and model with critical features of Porter's competitiveness and their concepts based on its The Five Forces is a framework for understanding the competitive forces at work in an industry, and which drive the way economic value is divided among industry actors. Perhaps the most popular and widely used filing system, applied to profitability of firms within a given industry, is Michael Porter's Five Forces, as formulated initially in The leverage and bargaining power of customers tend to be relatively greater: When customers are few in numbers and when they purchase in large quantities. This framework was developed by Harvard Business School professor Michael Porter in Porter's five-forces model sets out essential criteria for considering a company's competitive landscape: the power of suppliers and buyers, the threat of new entrants and substitutes Porters model supports analysis of the driving forces in an industry. Thus, managers can develop strategies and Michael Porter's five competitive forces model has been a most influential model within business schools but has perhaps had less appeal to the practising manager outside of Porter's Five Forces model is a strategic framework that helps to identify and analyze five competitive forces that affect a company's profitability in any given industry. Based on the information derived from the Five Forces Analysis, management can ide how to Michael Porter has identified five forces that are widely used to assess the structure of any industry. When Porters model supports analysis of the driving forces in an industry.