

Threat of new entrants: This force assesses how easy or difficult it is for new competitors to enter the market. Intensity of competitive rivalry: This force examines the level of competition among existing firms within the industry. Factors such as the number of buyers, their sensitivity to price changes, and the availability of substitute products impact the bargaining power of buyers. Factors such as the concentration of suppliers, the uniqueness of their products or services, and the availability of alternative suppliers affect their bargaining power. Factors such as barriers to entry, economies of scale, and brand loyalty influence the level of threat posed by potential new entrants. Threat of substitute products or services: This force considers the availability of alternative products or services that could fulfill the same .need as those offered by firms within the industry