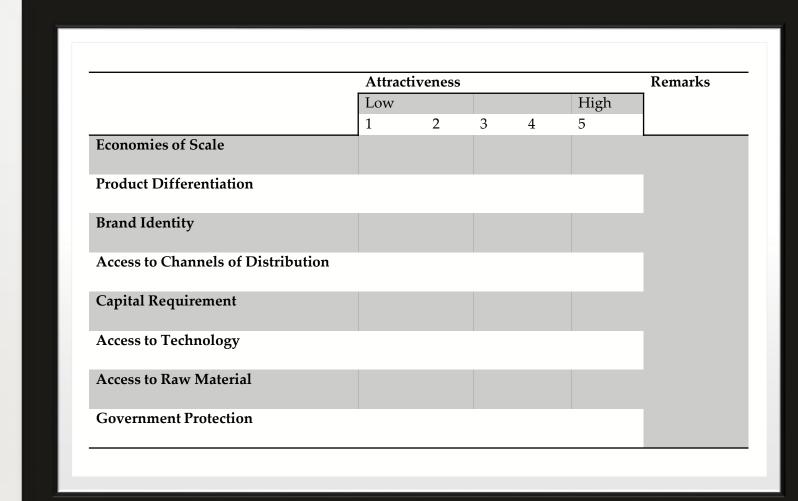
Template for Structural Analysis of Industry

- The following templates can be used for analyzing the structure of an Industry.
- It requires to rate the attractiveness of an Industry on a 5-point scale relating to each of the five forces in Porter's model.

1.RIVALRY AMONG COMPETITORS

	Attract	Remarks					
	Low				High		
	1	2	3	4	5		
No.of Competitors							
Industry Growth							
Fixed Cost							
Differentiation							
Switching Costs							

2.Threat of New Entrants



3. Threat of Substitute Products

	Attractivene	ess		Remarks		
	Low 1	2	3	4	High 5	
Availability of Close Substitutes						
Profitability of the Producer of Substitute Products						

4.Bargaining Power of Buyers

		Attractiveness					Remarks
		Low				High	
		1	2	3	4	5	
Number of Buye	ers						
Availability of Su	ubstitutes						
Buyer's Threat f	or Backward integration						
Industry's Threa	at of Forward Integration						

5.Bargaining Power of Suppliers

	Attractivene	ess	Remarks			
	Low				High	
	1	2	3	4	5	
Number of Suppliers						
Availability of Substitutes						
Supplier's Threat of Forward Integration						
Industry's Threat of Backward Integration						