




# Template for Structural Analysis of Industry

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- 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

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

## 2. Threat of New Entrants

	Attractiveness					Remarks
	Low		3	4	High	
	1	2			5	
<b>Economies of Scale</b>						
<b>Product Differentiation</b>						
<b>Brand Identity</b>						
<b>Access to Channels of Distribution</b>						
<b>Capital Requirement</b>						
<b>Access to Technology</b>						
<b>Access to Raw Material</b>						
<b>Government Protection</b>						

# 3. Threat of Substitute Products

	Attractiveness					Remarks
	Low				High	
	1	2	3	4	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 Buyers						
Availability of Substitutes						
Buyer's Threat for Backward integration						
Industry's Threat of Forward Integration						

# 5. Bargaining Power of Suppliers

	Attractiveness					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						