Threat of New Entry
- Time and cost of entry
- Specialist knowledge
- Economies of scale
- Cost advantages
- Technology protection
- Barriers to entry

Competitive Rivalry
- Number of competitors
- Quality differences
- Other differences
- Switching costs
- Customer loyalty

Supplier Power
- Number of suppliers
- Size of suppliers
- Uniqueness of service
- Your ability to substitute
- Cost of changing

Buyer Power
- Number of customers
- Size of each order
- Differences between competitors
- Price sensitivity
- Ability to substitute
- Cost of changing

Threat of Substitution
- Substitute performance
- Cost of change