

Threat of New Entry

Not too expensive to enter the industry
Experience needed, but training easily available
Some economies of scale
Some cost benefits if in the business for some time
No technology protection
Low barriers to entry
New entry quite easy: -

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Supplier Power

Moderate number of suppliers
Suppliers large
Similar products
Able to substitute
Able to change
Neutral supplier power

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Competitive Rivalry

Very many competitors
Commodity products
Low switching costs
Low customer loyalty
High cost of leaving market
Overall: --

Buyer Power

Few, large supermarkets
May be co-operatives?
Very large orders
Homogeneous product
Extreme price sensitivity
Ability to substitute
High buyer power: --

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Threat of Substitution

Some cross-product substitution
Ability to import food
Some substitution: -

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