

How Defensible Is Your E-Commerce Business Model?

PORTER'S FIVE FORCES

Porter's Five Forces is used to evaluate industry attractiveness, market realities, and power sources by taking an "outside-in" qualitative approach.

New Entrants: How easy is it to enter and compete?

Substitution: Do customers have other options?

Supplier Power: Can suppliers drive up my costs?

Buyer Power: Can customers drive down my prices?

Rivalry: How competitive is the market?

