PORTER

Lime Consultancy
MAKING BUSINESS FINANCE SIMPLE

BUYER RISK

- CONCENTRATION
- SINGLE BUYER OR LARGE VOLUMES
- EASE OF BUYER GOING ELSEWHERE
- BUYER KNOWLEDGE OR INFORMATION
- PRICE SENSITIVITY
- ECONOMY OF BUYER AREA OR SECTOR
- FX RISK
- BRAND IDENTITY

SUPPLIER RISK

- COST OF MOVING SUPPLIER
- STABILITY OF SUPPLIER
- VOLUME OF SUPPLIERS
- EASE OF MOVING TO NEW SUPPLIER
- DELAYS IN PRODUCTION
- CHANGE OF PAYMENT TERMS

NEW ENTRANTS

BARRIERS DUE TO;

- REGULATION
- GEOGRAPHY
- BRAND STRENGTH
- COSTS FOR BUYERS TO SWITCH
- NICHE
- HISTORY & TRACK RECORD
- DIFFERENCE IN PRODUCT

COMPETITION

- EXISITING COMPETITORS
- BRAND STRENGTH
- PRICE DIFFERENCE
- COMPATIBILITY
- COST
- DELIVERY
- USP

SUBSTITUTES

- LIFE CYCLE STAGE OF YOUR PRODUCT
- LONGEVITY
- ALTERNATIVE PRODUCT
- BUYER PROPENSITY TO MOVE TO NEW PRODUCT
- NEXT GENERATION PRODUCT