**WORKSHEET FOR PORTER’S FIVE FORCE MODEL**

1. Select a company that produces and markets consumer products. Use Porter’s model to help understand forces in your environment and to help understand the potential return (if any) on a new product or service.



|  |  |
| --- | --- |
| Threat of entry of new competitors: |  |
| Bargaining power of suppliers: |  |
| Threat of substitute products or services: |  |
| Bargaining power of customers: |  |
| Rivalry among existing firms in the industry: |  |