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| **Item Under Investigation:** |  | **Date:** |  |
| **Project:** |  | **Analyst:** |  |

# Threat of New Entrants

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| Barrier to Market Entry | Magnitude of Barrier |
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| Who | What | How Likely |
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# Supplier Power

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| Who | What | How Likely |
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## Forward Integration

Is there any threat of forward integration from our suppliers?

# Buyer Power

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| Who | What | How Likely |
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## Backward Integration

Is there any threat of backwards integration from our buyers?

# Substitute Products

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| Who | What | How Likely |
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# Market Rivalry

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| Who | What | How Likely |
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