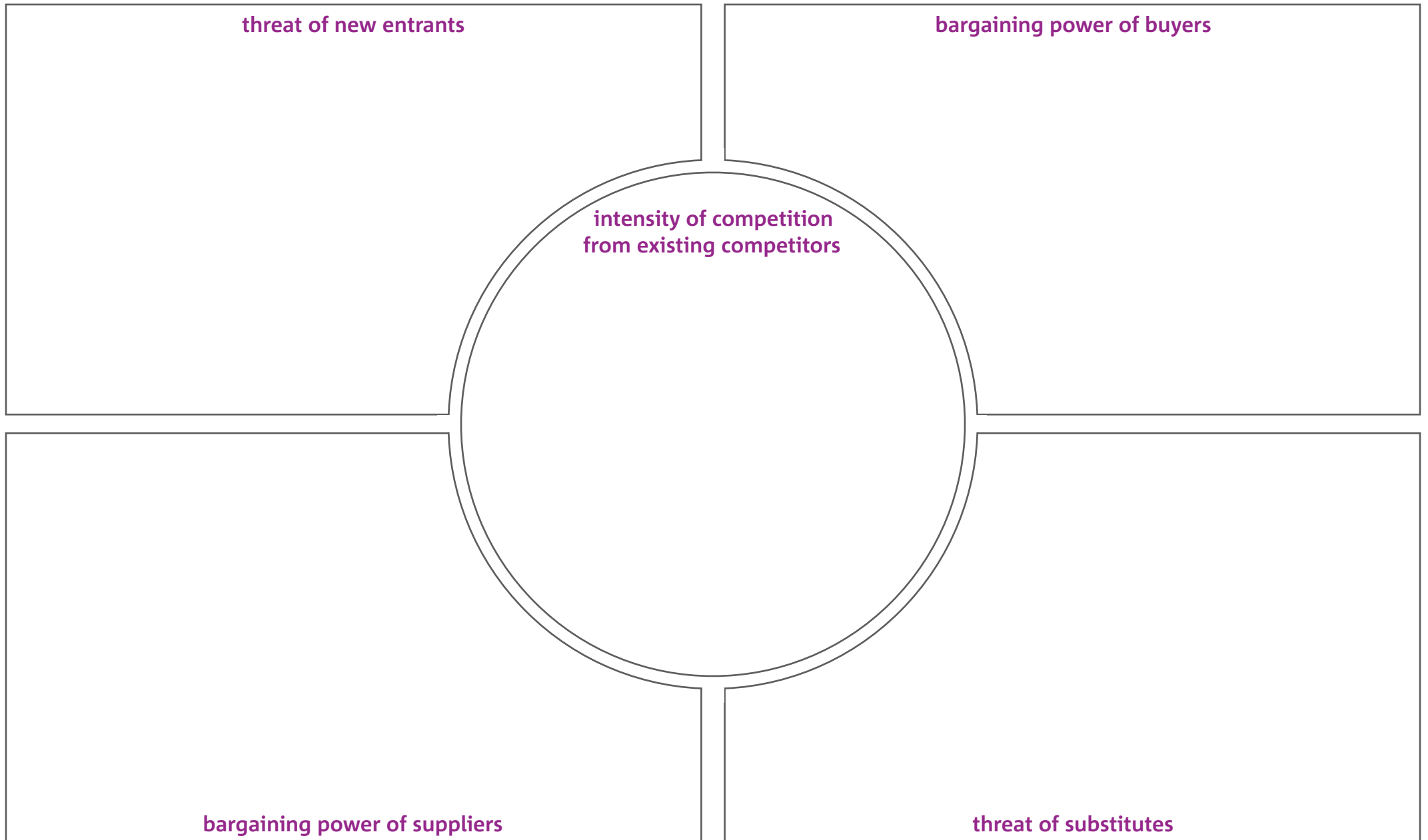


porter's five forces

name _____



date _____

Developed by Michael E. Porter in "How Competitive Forces Shape Strategy" from 1979.