

# Strategy, Porter & Me

1980 - Competition - Corp / Industry / Nations

✓ Industry Five Forces Analysis's

✓ Competitive Business Strategies

✓ Value Chain Analysis

Subtitle

Suppliers

Buyers

New Entrants

## 5 Forces Analysis

① Power of Suppliers

② Power of Buyers

③ Threat of Substitutes

④ New Entrants

⑤ Competition / Rivalry

## Competitive Bus. Strategies

1. Cost Leadership

2. Differentiation

3. Focus - Narrow

4. Middle of the Road - Unfocused

## Value Chain Analysis

Creating Value

1. Inbound Logistics - Supply Chain / Suppliers

2. Operations - Quality = Product Development  
Basic Research - Order Fulfillments

3. Outbound Logistics - Delivery / Pkg / Channels  
Multi-Channel

4. Marketing / Sales - 4Ps' New Product -  
Innovation ; Branding ; MKTg ; Communication

5. Services - add-on services ; incl.  
augmented products ;