Porter’s Five Forces Competitive Analysis Template Feedback

Completed by: .................................................. Role: ..................................................
Location: .................................................. Date: ..................................................

Your feedback on the utility of the template would be appreciated for research purposes. Names and organisations will be kept anonymous.

1) Rate ease of use for the template you used (i.e. intuitive to use; self-explanatory) on a scale of 1 (low – challenging to use) to 5 (high – easy to use):

   Low 1 2 3 4 5 High

2) Rate the degree of completeness achieved in given time (i.e. coverage of the topic in terms of depth & breath) on a scale of 1 (low level of completeness) to 5 (high level):

   Low 1 2 3 4 5 High

3) Rate consistency of output (i.e. clarity & coherence of content) on a scale of 1 (low level of consistency) to 5 (high level):

   Low 1 2 3 4 5 High

4) Rate quality of output (where ‘quality’ = ‘strategically helpful’ in terms of understanding and decision making) on a scale of 1 (low level of quality) to 5 (high level):

   Low 1 2 3 4 5 High

5) Please note any comments you have on the experience of using the template you were provided with, highlighting perceived benefits and drawbacks:

Please return to Dr Robert Phaal, rp108@cam.ac.uk (participation is optional; all data will be treated in confidence, and anonymised)