

Your Better Brand Tools: Foundational Brand Insights

# Porter's Five Forces Analysis Template and Guide



**“Live as if you were to die tomorrow.  
Learn as if you were to live forever.”**

Mahatma Gandhi

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# Create a snapshot of your industry, identify underlying drivers of profitability, and competence.

Too often, brands fail due to a lack of clarity and direction. Successful, value-driven business owners understand the strength and positioning of the competitors within your industry. Porter's Five Forces analysis template and guide will enable you to determine your industry competition and profitability intensity. Empowering you to develop strategies that will allow you to best position your brand within your industry and command an excellent profit.

Stop wasting time and money on ineffective, creative design, digital marketing, and website initiatives. Equip yourself with the necessary details you need to create with a purpose, establish, and improve your brand's authority.

## When you complete your Porter's Five Forces template and guide, you will:

- Identify the level of competition within your industry
- Understand how easy it is for new brands to a start-up within your industry
- Identify how many value propositions exist that compete with yours
- Identify how you stack up against your competition
- Understand the power your buyers have over your brand
- Understand the power your suppliers have over your brand

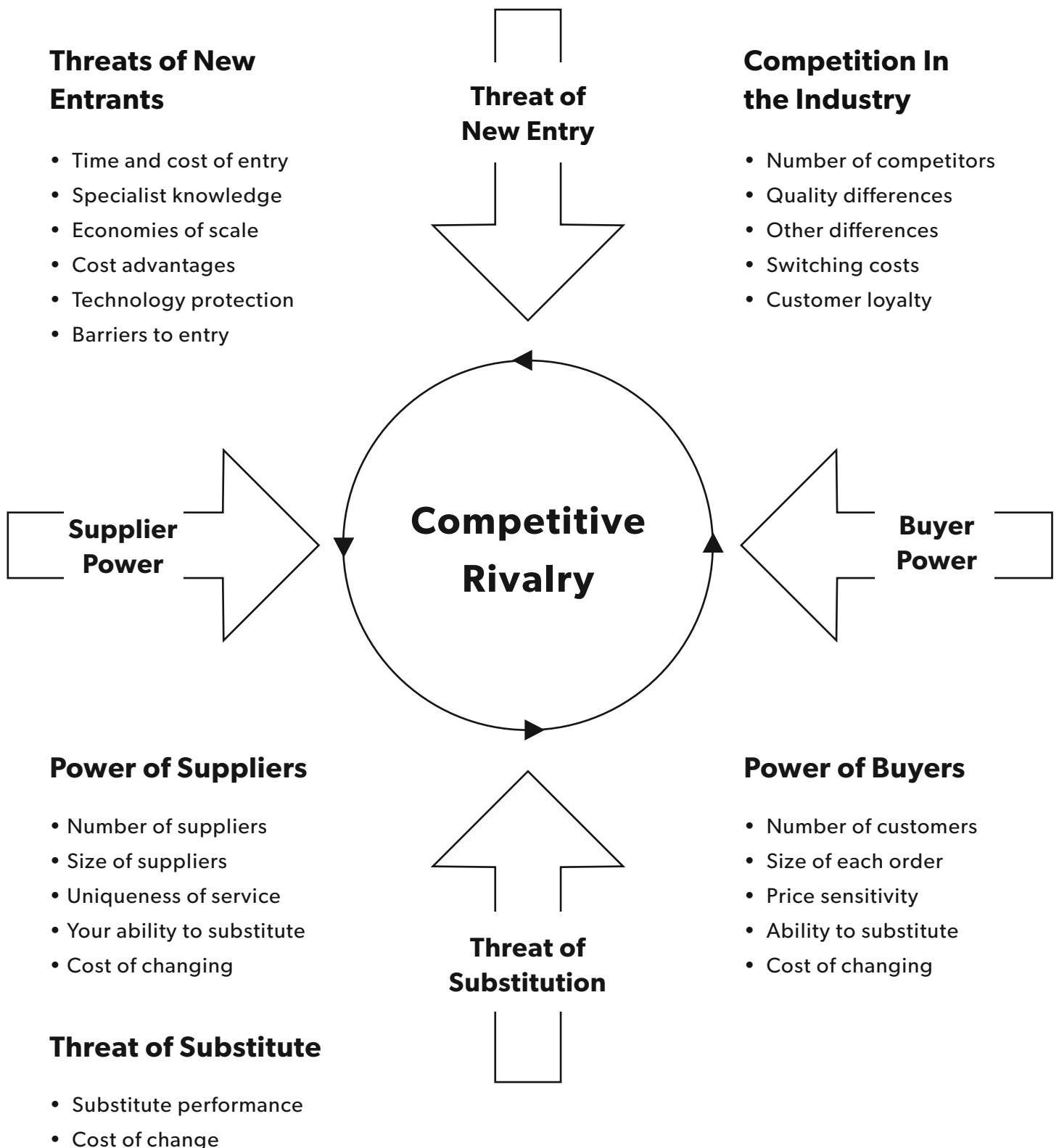
### Our Advice:

Use this PDF to help analyze your brand's industry, and develop an overview of your competitor's strengths and positioning.

## Get Started

Grab a pen or pencil, print out your guide and kick-off your discovery & growth session.

# Porter's Five Forces Analysis



Complete each of the following sections to the best of your ability.

# Porter's Five Force Template & Guide

It's essential to be as detailed as possible with the information you include in your Porter's Five Forces Analysis. Answer the following questions to the best of your ability on each corresponding block of your Porter's Five Forces Analysis template and guide.

## Competition in the Industry

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## Competition in the Industry

The first of the five forces refers to the number of competitors and their ability to undercut your brand.

### Ask Yourself

- How many competitors do you have?
- Who are your smallest competitors?
- Who are your largest competitors?
- Who is leading the industry?
- How do you compare to each identified competitor?

### Remember

The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser a company's power. Suppliers and buyers seek out a company's competition to provide a better deal or lower prices. Conversely, when competitive rivalry is soft, a company has greater power to charge higher prices and set the terms of services or products to achieve higher profits.

# Threats of New Entrants

Here, you'll want to look at the possible barriers surrounding your industry. For this competitive force, you'll want the number of barriers to be more plentiful than the number of competitors.

### Ask yourself

- How easy is it to enter your market?
- What is required (if any) to open a new business in your industry?

### Consider the Following

Seven significant barriers of entry.

- Economise of scale:  
Cost reductions that occur when companies increase production.
- Product Differentiation  
Distinguishing a product or service from others to make it more attractive to a particular target market.
- Capital Requirements  
The need to invest considerable financial resources in order to compete creates a barrier to entry.
- Switching Costs  
Disadvantages or expenses, along with the economic costs of switching from one alternative to another.
- Cost Disadvantages Independent of Scale.  
Advantages that cannot be replicated by the competition, such as proprietary technology.
- Government Policy  
Controls the government has placed on the market, such as licensing requirements.





# Power of Buyers

The more customers you have, the less power they have. If you have a large client base, your customers hold less power.

### Ask yourself

- How many buyers or customers do you have?
- Can your buyers drive your prices or terms?
- How much revenue does each buyer render?
- How sensitive are your buyers to a given price?
- How much would it cost a buyer to switch from your products and services to those of a rival?
- How loyal are your buyers?

### Remember

Buyers compete with the industry by forcing down prices, bargaining for higher quality or more services, and playing competitors against each other, all at the expense of industry profitability.





# Your Completed Porter's Five Forces Analysis Template and Guide

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Whether you are a founder or executive level manager, detailing and determining the intensity of your industry's competition and profitability. Will empower you to develop strategies that will best position your brand within your industry and command an excellent profit.

## ✔ Your Next Steps

Now that you have an overview of your industry, it's time to develop a comprehensive understanding of your key competitor's positioning, value propositions, digital marketing efforts, and customer relationships. To equip yourself with the necessary information, you need to outperform your competition.

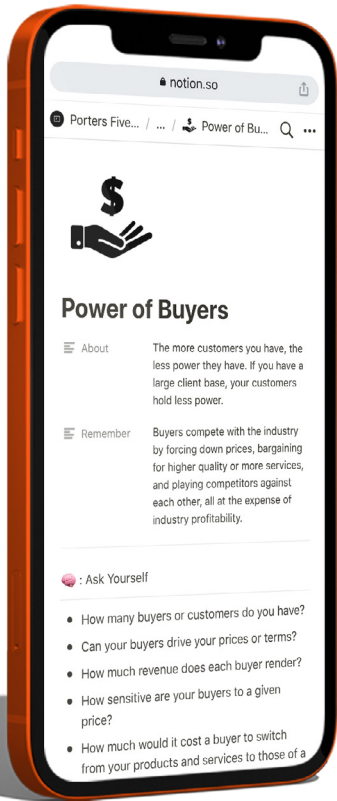
[Get Started Here](#)

## ★ Your Quick Win Strategy: "Alternative To"

Now that you have an overview of your industry, more specifically your competition. Use keyword advertising to target the terms "alternative to [competitor]" or "[competitor] alternatives." Positioning your brand right in front of your competitor's audience. Being the top ad on that search term can bring you a highly qualified audience.

If you want to push this a step further and help drive value for those looking to compare value-propositions, creating an "Alternative To Landing Page" will help you capitalize on people who are actively searching for a side-by-side comparison. A page full of content comparing your product's relative advantages over your competitor's solution is a powerful tool.

# The power to succeed in the palm of your hand



## Porter's Five Forces Analysis Notion Template & Guide

- ✓ Stay organized and on track.
- ✓ Take control from anywhere.
- ✓ Collaborate & manage with ease.

Get My Free Template

## Organize Your Work

We understand how difficult it can be to stay organized with all the various PDFs and templated exercises for improving your brand's success. Stop feeling overwhelmed and unorganized get your FREE Porter's Five Forces Analysis Notion template and guide. Enjoy the power and structure to organize and improve your brand's authority from the palm of your hands. With the confidence, organization, and accessibility you deserve.

[Get My Free Template](#)

# Bring your visions to life, establish & improve your brand's authority.

Establish and improve your brand's authority through the development of your creative design, digital marketing, and website experience.

[Schedule Your Goolge Meeting](#)

## Everything You Need To Succeed

Every business owner needs their brand to be the point of authority for their respective industry to secure growth and success. The problem is 81% of consumers state they need to trust a brand before engaging in business. We know too many missed opportunities are due to low perceived brand value. Lack of effective digital marketing initiatives. Negative website experiences and nonexistent application of today's best practice technologies.

At Flaco Creative, we believe every founder & executive-level management team should have the power of a one-stop creative firm that can lead the entire development of their brand's authority. We help you establish and improve your brand by planning, creating, executing, and managing today's best practices for creative design, digital marketing, and website experiencedevelopment. Stop missing out on new opportunities, customers, and revenue.

Schedule your Google meeting today with our founder and creative, Jerry Hernandez. Learn how we can help you position your brand as an authority and bring your visions to life.

[Schedule Your Goolge Meeting](#)

"I am looking forward to the opportunity to discuss how we can help you establish your brands authority. Schedule your free Google meeting & consultation now."



Jerry Hernandez  
Founder & Creative

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Flaco Creative LLC

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