

## ***Market Forces Impacting the Client's business (5-Forces)***

<p><b>New Entrants</b> Impact of new competitors? How are new entrants trying to 'win' in the market?</p>	<p><b>Competition</b> Industry's competitive challenges? Impact of competitor activities?</p>	<p><b>Buyers/Customers</b> How are customers changing? Impacts coming from downstream?</p>
<p><b>Suppliers</b> How are suppliers changing? Impacts coming from upstream?</p>		<p><b>Substitutes</b> Are the alternatives for customers?</p>