

Five Forces

1. Verb - Base Form _____
2. Verb - Past Tense _____
3. Verb - Past Tense _____
4. Adverb _____
5. Adjective _____
6. Verb - Present Ends In Ing _____
7. Verb - Present Ends In Ing _____
8. Verb - Present Ends In Ing _____

Five Forces

Analyzing Porter's Five Forces will _____
an overall direction for your corporation, or support a
proposed direction, goal or objective. Once the research has been completed and a direction is _____
_____ on then the marketing plan can be _____ with a SWOT analysis, specific goals and
objectives with specific actions and assignments, resources needed and monitoring/oversight.

When _____ analyzing the Five Forces you can attain a _____ representation of what is
influencing profitability of your company. _____ these forces is the starting point for
_____ strategy and will aid in _____ the most significant aspects of
the competitive environment within your industry.