

Porter's 5 Forces

The **Porter's 5 Forces** is an essential tool for businesses when it comes to increasing **profits**. Developed by *Michael E. Porter*, it examines five forces that significantly affect the **competitiveness** of a company. Due to rapid changes in the business world, it is necessary to conduct this exercise **regularly** or at least once a year. Each area requires specific strategies to keep the force in check resulting in continuous sustainability and, better still, profitability.

