

Threat of New Entry:

- Not too expensive to enter the industry.
- Experience needed, but training easily available.
- Some economies of scale.
- Some cost benefits if in business for some time.
- No technology protection.
- Low barriers to entry.
- New entry quite easy: -



Competitive Rivalry:

- Very many competitors.
- Commodity products.
- Low switching costs.
- Low customer loyalty
- High costs of leaving market.
- Overall: --

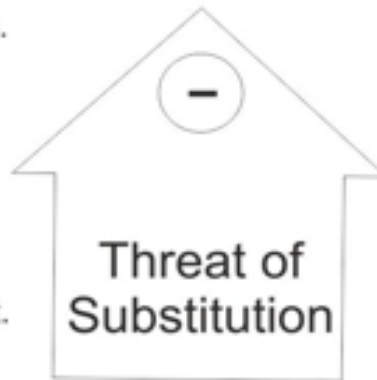


Supplier Power:

- Moderate no. of suppliers.
- Suppliers large.
- Similar products.
- Able to substitute.
- Able to change.
- Neutral supplier power.

Threat of Substitution:

- Some cross-product subst.
- Ability to import food.
- Some substitution: -



Buyer Power:

- Few, large supermarkets.
- May be co-operatives?
- Very large orders.
- Homogeneous product.
- Extreme price sensitivity.
- Ability to substitute.
- High buyer power: --