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graph LR; A([5-Forces Model according to Porter]) --- B[1 The bargaining power of suppliers]; A --- C[2 The bargaining power of customers]; A --- D[3 The danger of new competitors]; A --- E[4 The danger posed by substitute goods or services]; A --- F[5 The rivalry within the industry];
```

5-Forces Model according to Porter

1

The bargaining power of suppliers

2

The bargaining power of customers

3

The danger of new competitors

4

The danger posed by substitute goods or services

5

The rivalry within the industry