Three Methods for Analyzing Environments

- 5C’s Analysis
- Porter’s Five Forces Analysis
- SWOT analysis

5C’s Analysis
- Context (Macro-environment)
- Customers
- Competitors
- Company
- *Collaborators/Complementers

*These include suppliers, distributors and retailers, and companies selling products complementary to the firm’s.

Using Five Forces to Analyze Industry Competitiveness
- Supplier Power
- Buyer Power
- Industry Competitors
- Potential Entrants
- Threats of Substitutes
Summing it up in SWOT Analysis

• After 5C’s Analysis and Porter’s Five Forces Analysis, SWOT analysis summarizes your current situation.
• Identify the firm’s strength and weakness after analyzing the internal conditions.
• Identify opportunities and threats after environmental scanning.

Using the Three to Guide Marketing Strategies and Tactics

• Segmentation
• Targeting
• Positioning
And Marketing Mix
• Product
• Place
• Promotion
• Price