

Decoding plastic industry's rivalry through porter's framework

The slide highlights the porter's framework for plastic industry. The purpose of this slide is to study and evaluate productivity of market's competitive environment under its influence to attract interest and generate profitability. It includes the main new entrants, bargaining power of suppliers and buyers, competitive rivalry etc.

Threat of New
entrants



Low

Business is capital-intensive and demands a high level of competence to enter

High

Industry's vast number of buyers, who are frequently able to negotiate cheaper prices from suppliers.



Buyer bargaining
power

Supplier
bargaining power



Low

Industry's suppliers possess lot of price control over their products

Strong

Metal, glass, and wood are examples of other materials that can be used in place of plastic.



Threat of
Substitutes

Intensity of
rivalry



Fierce in the plastics industry

Industry's enormous number of competitors, all of whom are vying for a part of the market

Framework Plastic Free

Sunny Dhiman, Gunjan Mukherjee



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