Assignment

Conduct the Porter's five force analysis for a mosquito repellent as shown in figure below.

Threat of New Entrants

Barrier to Market Entry	Magnitude of Barrier

Who	**What**	**How Likely**

Supplier Power

Who	**What**	**How Likely**

Buyer Power

Who	What	How Likely

Substitute Products

Who	What	How Likely

Market Rivalry

Who	What	How Likely