



Porter Five Forces Market and Competitive Analysis Training Course

Porter Five Forces Market and Competitive Analysis Training Course

Overview

Porter Five Forces Market and Competitive Analysis Training Course is a five-day professional course for market-facing decision makers who leave with an Industry Forces Analysis Pack. Participants define industry boundaries, collect evidence, assess rivalry, buyer power, supplier power, substitutes, and entry threats, and connect force intensity to competitive choices. The course solves unsupported market judgments through traceable analysis, rating criteria, and scenario testing. Agile Leaders Training Center applies Porter Five Forces to market decisions.

Who Should Attend

- Teams responsible for assessing market structure and competitive pressure
- Teams responsible for business-development and market-entry recommendations
- Teams responsible for product positioning and portfolio choices
- Teams responsible for investment screening and commercial due diligence
- Teams responsible for strategic planning and market intelligence

The course assumes participants can interpret basic market evidence and leaves out full strategic-plan implementation, company valuation, and business-analysis requirements management.

Departments and Industries

The course supports departments and industries that evaluate market attractiveness and competitive positioning.

- Strategy, business development, and corporate planning
- Product management, marketing, and market intelligence
- Investment, finance, and commercial due diligence
- Technology, manufacturing, and professional services
- Healthcare, logistics, retail, and energy businesses

Learning Objectives

By the end of this course, participants will be able to:



- Apply Porter Five Forces to a defined industry
- Analyze evidence for each competitive force
- Evaluate force intensity using explicit criteria
- Compare industry structures across scenarios
- Diagnose profit pressure and positioning implications
- Build an evidence-based competitive response brief

Course Agenda

Day 1: Industry Scope and Evidence

- Industry Boundary Definition Canvas
- Product and Geographic Scope Test
- Value Chain Actor Map
- Market Evidence Source Register
- Five Forces Assumption Log

Day 2: Entry, Suppliers, and Buyers

- New Entrant Barrier Assessment Grid
- Economies and Switching Cost Evidence Sheet
- Supplier Concentration and Dependency Matrix
- Buyer Concentration and Leverage Matrix
- Backward and Forward Integration Test

Day 3: Substitutes and Rivalry

- Substitute Need and Price-Performance Map
- Switching Propensity Evaluation Guide
- Competitor Structure and Commitment Profile
- Rivalry Driver Intensity Scorecard
- Exit Barrier and Capacity Pressure Review

Day 4: Synthesis and Strategic Implications

- Five Forces Heat Map
- Industry Attractiveness Evidence Matrix
- Profit Pressure Cause-and-Effect Map
- Competitive Positioning Option Screen
- Force Change Scenario Table



Day 5: Five Forces Analysis Practice

- Exercise: Define an Industry and Evidence Base
- Exercise: Rate Entry, Supplier, and Buyer Forces
- Exercise: Test Substitutes and Rivalry Drivers
- Exercise: Compare Force Scenarios and Implications
- Capstone: Industry Forces Analysis Pack

Practical Exercises

The course uses suggested activities drawn from technology, manufacturing, healthcare, and logistics markets.

- Suggested activity: define a contested market and document inclusions, exclusions, and evidence gaps.
- Suggested activity: rate each force and challenge ratings through an evidence-review exchange.
- Suggested activity: compare a current industry structure with an entry, regulation, or technology scenario.
- Suggested activity: convert force findings into a concise competitive-response brief.

FAQs

Who suits Porter Five Forces market and competitive analysis training, and what does it assume?

Professionals who assess markets, products, investments, or growth choices suit the training; it assumes access to basic market evidence and familiarity with business decisions.

How does Porter Five Forces analysis differ from competitor analysis?

Porter Five Forces analysis examines industry-wide profit pressures from rivals, buyers, suppliers, entrants, and substitutes; competitor analysis profiles particular firms, their capabilities, and their likely moves.

How should an industry boundary be defined for Porter Five Forces analysis?

An industry boundary should specify the customer need, product or service scope, geography, value-chain level, and relevant time horizon before force evidence is collected.

How are Porter Five Forces ratings supported by evidence?

Ratings are supported by documented drivers such as concentration, switching costs, differentiation, entry barriers, capacity, growth, substitute performance, integration options, and verified market observations.



Conclusion

Participants take back an Industry Forces Analysis Pack containing a boundary canvas, evidence register, force scorecards, a heat map, scenario table, and response brief. It changes competitive discussion from opinion into traceable industry analysis. The pack supports repeatable market comparisons and clearer positioning decisions without replacing broader strategy work.



Training Course Categories

Agile PM and Project Management Training Courses

Agribusiness & Food Security Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Crisis Management and Business Continuity Training Courses

Data Analytics Training and Data Science Courses

Digital Government & Public Service Training Courses

Education and Learning Development Training Courses

Environment & Sustainability Training Courses

Facilities and Real Estate Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Healthcare Management Training Courses

Heritage Conservation and Museum Management Training Courses

Hospitality and Tourism Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

NGO, Humanitarian and Development Management Training Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses



Training Course Categories

Secretarial and Administration Training Courses

Shipping, Maritime and Ports Training Courses



Training Cities

Abu Dhabi UAE	Accra Ghana	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bali Indonesia	Bangkok Thailand	Barcelona Spain
Berlin Germany	Cairo Egypt	Cape town South Africa
Casablanca Morocco	Chicago USA	Doha Qatar
Dubai UAE	Frankfurt Germany	Geneva Switzerland
Istanbul Turkey	Jakarta Indonesia	Johannesburg South Africa
Kuala Lumpur Malaysia	Kuwait Kuwait	Langkawi Malaysia
Lisbon Portugal	London UK	Madrid Spain
Manama Bahrain	Marbella Spain	Milan Italy
Montreux Switzerland	Munich Germany	Muscat Oman
Nairobi Kenya	New York USA	Nice France

Training Cities

Paris

France

Phuket

Thailand

Port Louis

Mauritius

Porto

Portugal

Prague

Czech Republic

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training

Zurich

Switzerland