



Porter Five Forces Market and Competitive Analysis Training Course

11 – 15 October 2027
Milan

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Ref: 722_155099 **Date:** 11 – 15 October 2027 **Location:** Milan **Fees:** 5700 Euro

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.