

Competitiveness

1. What is Porter's Five Forces Analysis?

2. Define SWOT analysis in each question

What could we improve? – Weaknesses

Who could we support? How could we support them? – Opportunities

What unique knowledge, talent, or resources do we have? – Strengths

Who and/or what might cause us problems in the future? How? - Threats

In what areas do we need more training? – Weaknesses

3. What is backward integration and forward integration?