

# Porter's Five Forces

## A DIGITAL DISCOVERY LESSON

Learn it.  
Analyze It.  
Apply It.

AP Business  
Industry Analysis  
Strategic Thinking

Class Discussions

**NO PREP!**  
**SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

# Students Use a Vetted Link to Answer Prompts

## Porter's Five Forces

Porter's Five Forces is a model used to study how competitive an industry or market is. Harvard professor Michael Porter introduced this strategy tool in 1979 in the *Harvard Business Review*. The model looks at five key factors that affect competition: rivalry among existing businesses, the threat of new businesses entering the market, the bargaining power of suppliers, the bargaining power of customers, and the availability of substitute products or services.

"The essence of strategy formulation is coping with competition."  
"Yet it is easy to view competition too narrowly and too pessimistically."

What do these lines mean to you?

## Porter's Five Forces in Detail

#1

What factors contribute to the intensity of competition rivalry in an industry?	Explain...
2	
3	
4	
5	

#2

What factors in measuring how much new entrants threaten an industry?	Explain...
1	

Business Education with Denise Leigh ©2025

What factors in measuring how much new entrants threaten an industry?	Explain...
2	
3	
4	
5	
6	

#3

What factors are used to measure the supplier power of an industry?	Explain...
1	
2	
3	
4	
5	

What force intensifies under certain conditions?	Explain...
1	
2	
3	
4	
5	

#5

Business Education with Denise Leigh ©2025

What are some ways that this threat can be magnified?	Explain...
1	
2	
3	
4	

## Competitive Measures

What are some key assumptions from Porter's Five Forces?
1
2
3
4

## Applying the Model

What are the steps in performing an industry analysis?
1
2
3
4
5
6

## The Bottom Line

Summarize Porter's Five Forces Model in two sentences...

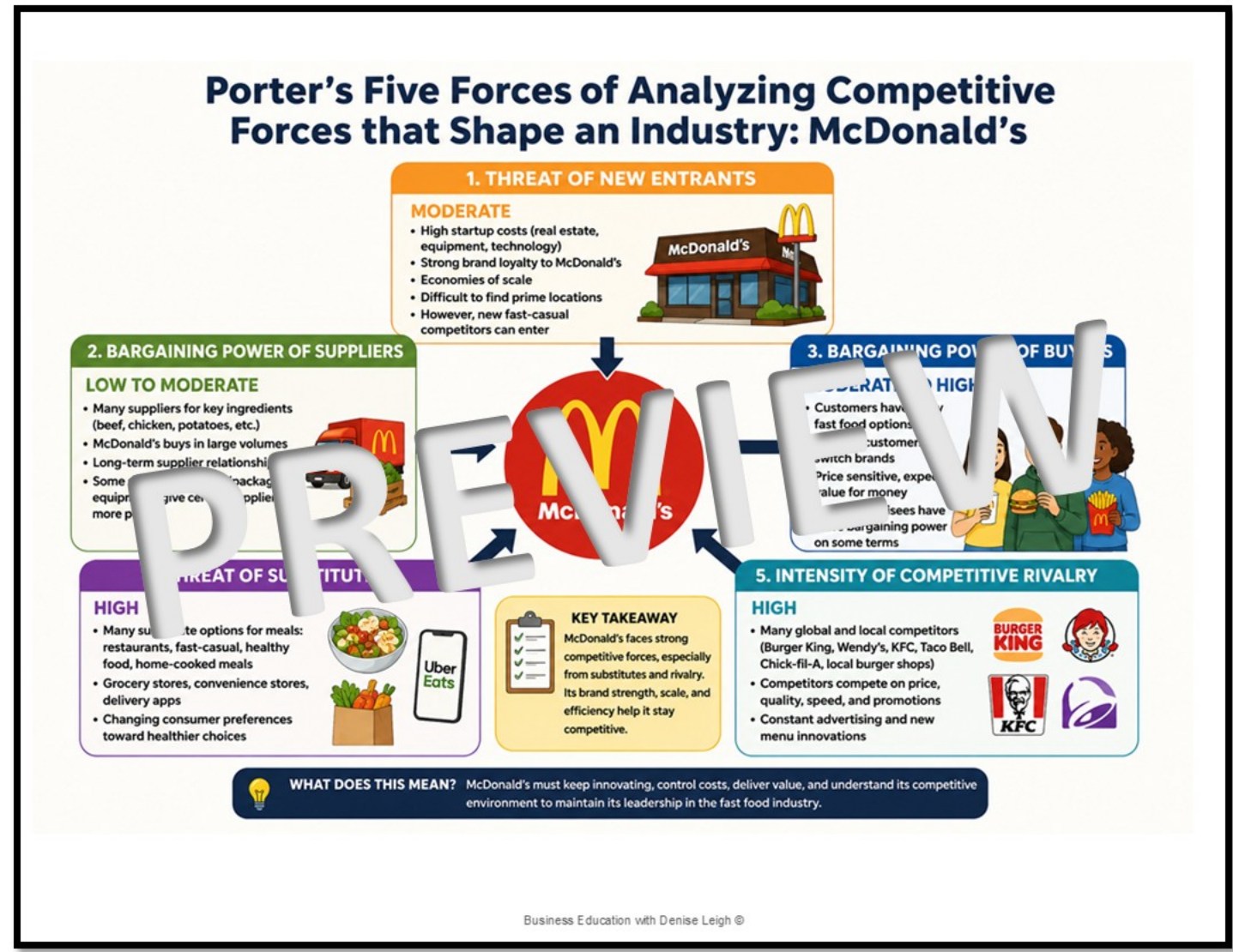
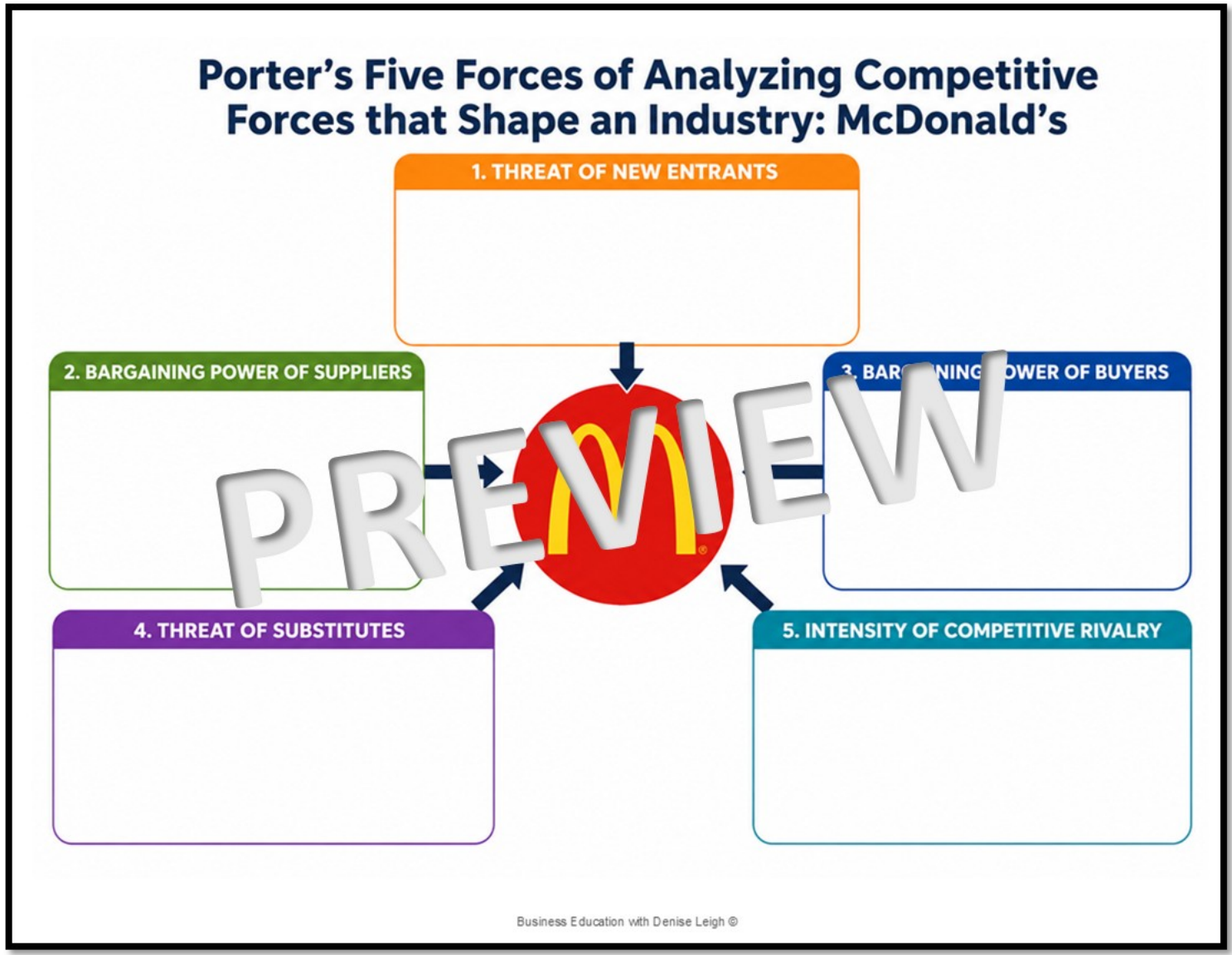
Business Education with Denise Leigh ©

Business Education with Denise Leigh ©2025

# AP BUSINESS ALIGNMENT - 4.4.A.1-7 & 4.4.B.1-6

# Application and Group Discussion Activity

## McDonald's Case Study



## Analyzing Competitive Forces that Shape an Industry

Teaching Duration: 45 minutes + Discussions

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

