**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 14**

**Smartphone market trends**

*In small groups:*

From your knowledge and using any research opportunity:

1. Use Porter’s model to identify examples of each of the 5 Forces facing the market for Smart phones. Are each of the forces high or low - threats, bargaining power and rivalries?
2. What would you infer from these trends?

*Discuss reasons and give feedback.*