**ORGANISATIONAL DESIGN AND DEVELOPMENT**

**Learning Outcome 2: ACTIVITY 2**

**Group Activity**

**Porter’s Five Forces**

Now, for the organisation you have chosen, carry out an analysis using Porter’s Five Forces:

|  |  |
| --- | --- |
| Entrants |  |
| Substitutes |  |
| Buyers |  |
| Suppliers |  |
| Rivalry amongst competitors |  |

Reflect on the external factors – which do you think have most impact on organisations in your country?