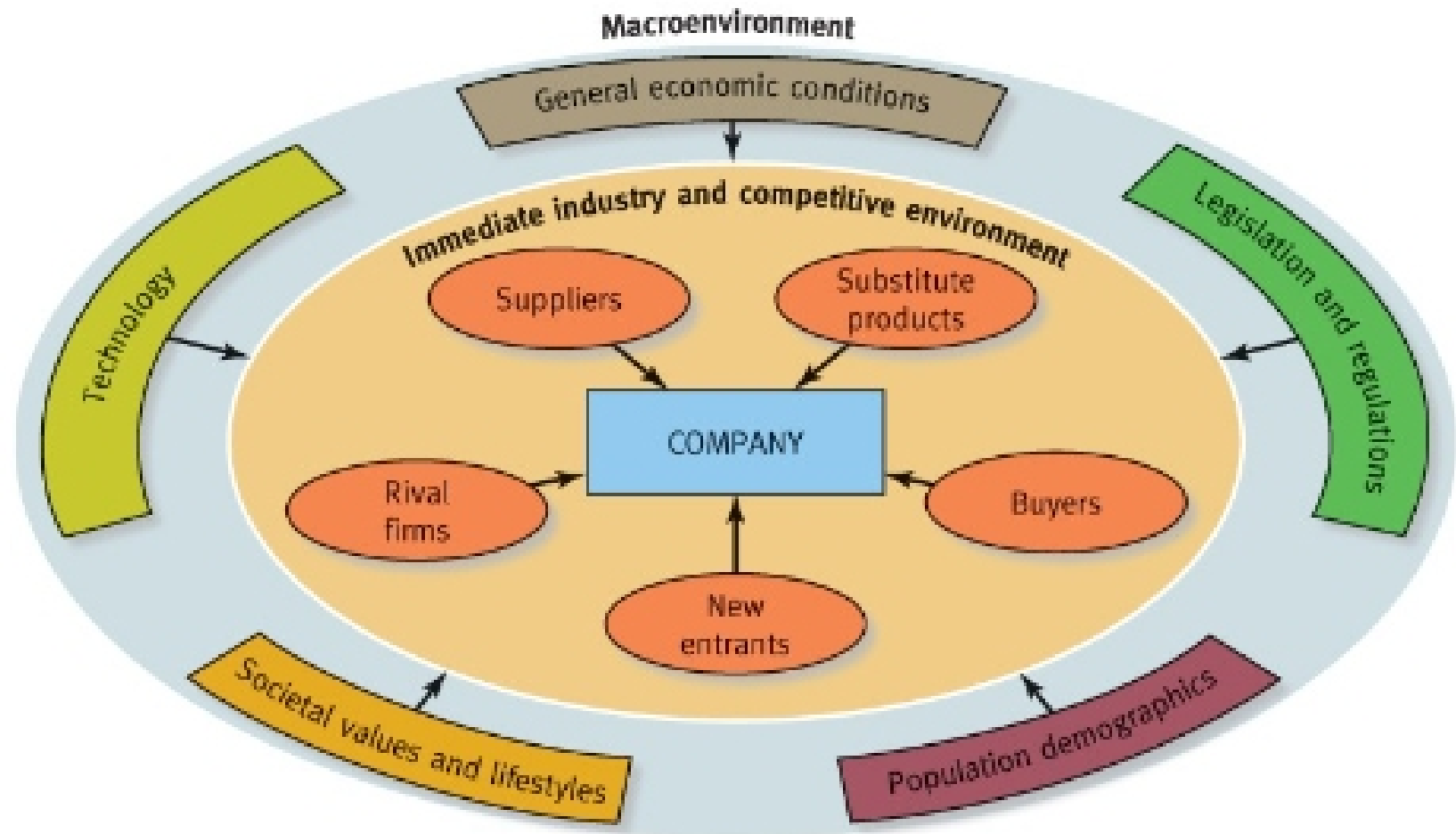




Driving Forces, Porter's 5 Forces, Market Positioning Maps, and SWOT Analysis

External Environmental Factors Shaping A Company's Choice of Strategy



The Concept of Driving Forces

Driving Forces are powerful *external influences* acting to reshape the industry landscape and *alter competitive conditions*.

