

Australia's Construction Industry - Porter's Five Forces Strategy Analysis

<https://marketpublishers.com/r/AD9940B53DEEN.html>

Date: June 2018

Pages: 20

Price: US\$ 300.00 (Single User License)

ID: AD9940B53DEEN

Abstracts

The building and construction industry is a major driver of activity in the Australian economy. It is comprised of residential building (houses, flats, units and alterations to existing dwellings), non-residential building (shops, offices, hotels, factories, educational facilities and hospitals) and engineering construction (roads, sewerage, energy, etc). It includes architectural and engineering services and construction trades (bricklaying, plumbing, electrical, etc).

Aruvian Research analyzes the Australian Construction Industry in the Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macroenvironment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Market Segmentation

B.3 Industry Profile

C. PORTER'S FIVE FORCES STRATEGY ANALYSIS

C.1 Bargaining Power of Buyers

C.2 Bargaining Power of Suppliers

C.3 Competitive Rivalry in the Industry

C.4 Threat of New Entrants

C.5 Threat of Substitutes

D. CONCLUSION

E. GLOSSARY OF TERMS

I would like to order

Product name: Australia's Construction Industry - Porter's Five Forces Strategy Analysis

Product link: <https://marketpublishers.com/r/AD9940B53DEEN.html>

Price: US\$ 300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD9940B53DEEN.html>