

# Canada's Securities Brokerage Industry – Porter's Five Forces Strategy Analysis

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## Abstracts

Canada's securities brokerage market consists of companies that provide or serve as intermediary brokers of securities. It consists of units mainly engaged in trading stocks, shares or other financial assets for others on a commission or transaction fee basis. It also includes units engaged in underwriting financial asset issues or acting as securities or stock option dealers.

Aruvian's R'search analyzes Canada's Securities Brokerage Industry in 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 macro-environment. 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.

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