

Cosmetics Industry in Canada – Porter’s Five Forces Strategy Analysis

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Date: February 2012

Pages: 20

Price: US\$ 175.00 (Single User License)

ID: C949E2B8B8BEN

Abstracts

The cosmetics and toiletries industry in Canada continues to benefit from a combination of strong macroeconomic trends and key demographic factors. Innovation and the ability to rapidly adapt to changing circumstances remain vital to success.

Aruvian's R'search analyzes The Cosmetics Industry in Canada 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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