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Abstracts

Porter model or matrixes presented by Michael E. Porter in 1979 that consists of five competitive forces that influence any industry and these competitive force assist in shaping any strategy by different companies in the industry. In this report I have discussed the structure and performance of the airline industry of the Kuwait, along with the five competitive forces of the porter's model. The five competitive forces of the Porter's Model are competitive rivalry, bargaining power of buyers, bargaining power of suppliers, threat of new entrants and threat of alternatives in the market. All these competitive forces will be discussed one by one.

Contents

Rivalry in the industry
Bargaining power of the buyers
Bargaining power of the suppliers
Threat of the new entrants
Threat of the substitute
References

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