

Starting New Ventures 64-361.202

Assignment for: Chap 5 Industry and Competitor Analysis.

Dr. Jack M. Wilson

Distinguished Professor of Higher Education,
Emerging Technologies, and Innovation



Questions:

- Answer these questions and email the written answers to me by the end of the day on Tuesday 30 September.
- 1. Do a Porter Five Force Analysis for Panera Bread
 - What are the potential substitutes and how large is the threat?
 - What are the barriers to entry for a new company?
 - Describe the current rivalry among existing firms.
 - Describe the suppliers and their bargaining power.
 - Evaluate the bargaining power of buyers.
- 2. Describe the industry that Panera operates in. To what extent is it emerging, mature, fragmented, declining, and/or global?

