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This model shows the five forces that shape industry competition; threat of new entrants, bargaining power of buyers, threat of substitutes, bargaining power of suppliers, and competitors. In order...

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Competitors. The Five Forces is a framework for understanding the competitive forces at work in an industry, and which drive the way economic value is divided among industry actors. First described by Michael Porter in his classic 1979 Harvard Business Review article, Porter's insights started a revolution in the strategy field and continue to shape business practice and academic thinking today.

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Porter's five forces Airline industry is an industry that provides a unique service to the customer, which is there, is no other industry or substitute that can beat with the airline industry efficiency.

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