

Demand conditions	growing/certain	slowing/uncertain
Reinvestment requirements	none	high
Diseconomies of scale	none	substantial penalty
Excess capacity	little	substantial
Asset age	mostly old	sizable new
Extent of product differentiation	brand name loyalty	commodity-like
Customer industries	fragmented/weak power	strong bargaining
Customer switching costs	high	minimal
Height of exit barriers	low	high
Vertical integration	none	substantial
Degree of market segmentation	high	low