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of a co-strategic capability.

Bargaining power of the supplier is high because all the light bulbs largely made out of glass and 90% of the glass is produced by three companies

Supplier bargaining power is high in Skod light bulb market since this market is dominated by 3 companies that manufactures 90% of glass. With this, the attractiveness in this market is low

The light bulb manufacturers only consume less than 0.5% production from the glass producers, means they are unimportant customers. thus, their bargaining power on suppliers are high

Skod electric light bulbs main material, glass is produced by only three companies in Skod, there is lack of suppliers of glass in Skod, thus, the bargaining power of supplier is high in Skod.

The bargaining power of supplier is high because the glass and metal required by light bulbs are standard and switching suppliers are relatively easy

The bargaining power of the customer is high from the light bulb manufacturing company due to the short supply of the glass and metal production. There are no item able to be substitute at the moment

skod electric light bulb industry have high level of competency indicated by higher bargaining power of supplier, which only 1 glass manufacture in Skod. The high bargaining power of glass supplier will affect Skod profit margin. If supplier request high profit from Skod

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Glass and metal manufacturer is main supplier for bulb industry, however the manufacturer is not targeting the production for bulb industry so it will be difficult to get the raw material for Skod in low price when they are not purchasing in huge bundle of it.

Skod's suppliers had an enormous bargaining power as the suppliers account for 90% of the market share in the glass manufactured in the country, which is the main component of the light bulb. 0.1%:

there is no substitute of lightbulb industry because material use production of light bulb such as glass and metal is remain the same. therefore it increase the bargaining supplier as there is no substitute available for light bulb industry.

Production of light bulb uses material such as metal and glass sourced from large supplier dominating the market. The material is used mainly in automobiles and construction industry. As our purchases are low 0.5% of the country's glass production and 0.1% of OmniMetal's production compared to other industry the supplier has a high bargaining power.

① The material used in the production of light bulb such as glass and metal is likely to remain the same in the foreseeable future thus it increases the bargaining power of the supplier as there is no substitute available for the light bulb industry. Although there is a low switching cost to change supplier, but because light bulb manufacturers are viewed as insignificant ① customer it doesn't change the bargaining power of the supplier.

Thus, entering the market present a risk to Ling in the form of a potential increase in material price as the supplier holds a high bargaining power and potential shortage of materials as the buyer from the light bulb market is seen as insignificant

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justify / why

In the point of view of supermarket groups, the bargaining power is considered as high by pushing the light bulb due to the supermarket demand is high although the products only contributed less than 01.% of a major supermarket revenue

The light bulb sales are not constitute a large item for any of their distribution channels, hence their customer bargaining power is high.

Customer had high bargaining power as Skod product mainly is sold under supermarket groups (50%) but the sales contributed as under a supermarket is only 0.1%, hence supermarket is not gain much profit in this sales. So they are not important sales product and may easily sub out.

The bargaining power of customer is high because the sales of light bulb only contributed less than 0.1% of major customer's revenue

Bargaining power of buyer is high since the light bulb sales were one of the products which contributed less than 0.1% of major supermarket's revenue. **This shows that light bulb is not very demanded by public.** The attractiveness is low as buyer are there to demand for lower price and better product quality.

The bargaining power of customer is high as most of the sales are contributed by three groups of customers. Although there are 10% of sales are divided into small different groups, the light bulb sales are not significant for them as well.

the sale of skod light bulb to supermarket group contains 50%(large percentage).which mean that this was the large customer. therefore, higher bargaining power of customers.

we sell 50% to supermarket but the light bulb only contribute less than 0.1% of the supermarket revenue. we are not important to the supermarket. So the supermarket has high bargaining power.

he customers had low bargaining power as lightbulbs only contributed less than 0.1% of a major supermarket's revenue. Hence, the customers may be unable to negotiate with Ling on the selling price they offered to the supermarket. The selling price could be unstable to

The light bulb sales does not constitute a large sales as it contributes less than 0.1% of the supermarket's revenue, therefore the bargaining power of the customer is high