Consumer Decision Process

Step 1	Need recogniton
Step 2	Information search
Step 3	Alternative evaluation
Step 4	Purchase
Step 5	Post purchase

Porter's 5 Forces

Force	Influences
Bargaining power of buyers	Number of customers, differences between competitors, size of each customer order, buyer's ability to substitute, buyer's information availability, switching costs and, price sensitivity
Threat of new entrants	
Bargaining power of suppliers	
Threat of substitute products	
Rivalry amongst existing competition	

These forces can be used when assessing a market's attractiveness. The lower each force the more attractive it is.

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Want-Got Gap

The want-got gap is a phenomenon that occurs when a consumer recognises a gap between their current state and their ideal state. Gaps can include a want, need or an opportunity.

SWOT Analysis

Internal Factors	
Strengths	Weaknesses

External Factors	
Opportunities	Threats

The SWOT analysis framework consists of internal factors (Strengths and weaknesses), which can be controlled by the organization, alongside external factors (Opportunities and threats), which are outside the firm's control.

PESTEL Analysis

Dimension	Examples
Political	
Economical	
Socio-cultural	
Technological	
Ecological	
Legal	

This particular framework analyses trends amongst different external dimensions that have the potential to impact industries and individual businesses.

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