

# Epic professional portfolio

A library of over 200 e-learning courses to match to all your competency needs...

The Epic Professional portfolio can now offer over 200 generic e-learning titles to match to all the varying levels of competence within your organisation. We can now cater for all of the following competency areas:

- Leadership
- Managing Change
- Team Development
- Coaching
- Developing Performance
- Business Skills
- Communication Skills
- Positive Working Relationships
- Problem Solving & Decision Making
- Managing Yourself
- Motivation
- Training & Facilitation
- Budgeting & Finance
- Personal Development
- Absence Management
- Customer Service
- Literacy Skills
- ICT Training
- Health & Safety
- Equal Opportunities & Diversity

All of the courses can additionally be customised to your internal brand guidelines and contextualised to reference specific case studies and internal policies.

you lead

Managing change - Thriving on change

Five Forces: competitive threats

John realises that to keep ahead of the game, Laird & Co. need to be aware of the forces of change. They must be **proactive** towards change or deal with the consequences of having it **imposed** upon them. Click each area to find out more about the **five forces of change** as described by Michael Porter.

**Five forces analysis**

Threat of new entrants

Bargaining powers of suppliers

Competitive rivalry

Bargaining power of buyers

Threat of substitute products

**Bargaining power of buyers**

Buyers exert power within the industry by:

- forcing down prices
- bargaining for higher quality or more services
- playing competitors against each other.

These all reduce industry profitability. For example, many middle-range fashion stores are feeling the pinch, as retailers of inexpensive clothing gain a foothold on the High Street. Shoppers are sending a clear message that they value bargain-basement products.

exit print menu back Page 6 of 21 next

Take the Lead ...in change

BARCLAYS

Five Forces: competitive threats

John realises that to keep ahead of the game, Laird & Co. need to be aware of the forces of change. They must be **proactive** towards change or deal with the consequences of having it **imposed** upon them. Click each area to find out more about the **five forces of change** as described by Michael Porter.

**Five forces analysis**

Threat of new entrants

Bargaining powers of suppliers

Competitive rivalry

Bargaining power of buyers

Threat of substitute products

**Bargaining power of buyers**

Buyers exert power within the industry by:

- forcing down prices
- bargaining for higher quality or more services
- playing competitors against each other.

These all reduce industry profitability. For example, many middle-range fashion stores are feeling the pinch, as retailers of inexpensive clothing gain a foothold on the High Street. Shoppers are sending a clear message that they value bargain-basement products.

exit print Page 6 of 21 menu back next

For further information about any of the courses, customisation or matching of courses to your competency frameworks please contact:

Dale Solomon  
[epicprofessional@epic.co.uk](mailto:epicprofessional@epic.co.uk)

T: +44 1273 728686, F: +44 1273 821567