Bargaining Power of Suppliers

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| Bargaining Power Of Suppliers are High when: | High | Medium | Low |
| Concentration of suppliers relative to buyer industry | ✔ |  |  |
| Availability of substitute products |  |  | ✔ |
| Importance of customers to suppliers |  |  | ✔ |
| Differentiation of the suppliers products and services |  | ✔ |  |
| Switching cost of buyer | ✔ |  |  |
| Threat of forward integration by the supplier | ✔ |  |  |

The bargaining powers of suppliers are low. The availability of raw materials for the fast-food industry is readily available not only locally, but available from neighboring countries as well. For example, due to the high rice prices in the Philippines, Jollibee can reduce its costs and source for rice in Thailand, Vietnam or Cambodia.