Intensity of Rivalry among Competitors

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| --- | --- | --- | --- |
| Intensity of Rivalry is high when: | High | Medium | Low |
| Number of Competitors | ✔ |  |  |
| Industry growth rate | ✔ |  |  |
| Fixed cost |  | ✔ |  |
| Storage cost |  | ✔ |  |
| Product differentiation | ✔ |  |  |
| Switching costs |  |  | ✔ |
| Exit barriers |  | ✔ |  |
| Strategic stakes | ✔ |  |  |

The intensity of rivalry among competitors is considered to be medium-high. The fast-food industry can be described as a lucrative segment with high profitability. Within the Philippines, there are already other fast-food players competing with Jollibee.