Threat of New Entrants

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| Threat of New Entrants is High when: | High | Medium | Low |
| Economic of Scale | ✔ |  |  |
| Product differentiation | ✔ |  |  |
| Capital Requirements | ✔ |  |  |
| Switching costs |  | ✔ |  |
| Ease of access to distribution channels |  |  | ✔ |
| Cost disadvantages |  | ✔ |  |
| Government policies creating barrier |  |  | ✔ |

The threat of new entrants to the industry is considered low to medium. New entrants to the fast-food industry would need to face high entry barriers. Besides having economies of scales, high capital requirements when opening a fast-food chain as well as products that differ from the rest of the competition, the new entrants would also have to compete against the high standards as well as the already present loyal customer base Jollibee has set in the industry.