Threat of Substitute Products

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| --- | --- | --- | --- |
| Threat of Substitute Products are high when: | High | Medium | Low |
| Differentiation of Substitute Product | ✔ |  |  |
| Rate of improvement in price performance relationship of substitute products |  | ✔ |  |

The threat of substitute products is considered to be medium-high. Products from local street food can be considered a major substitute, as well as food from its direct competitors in the industry.