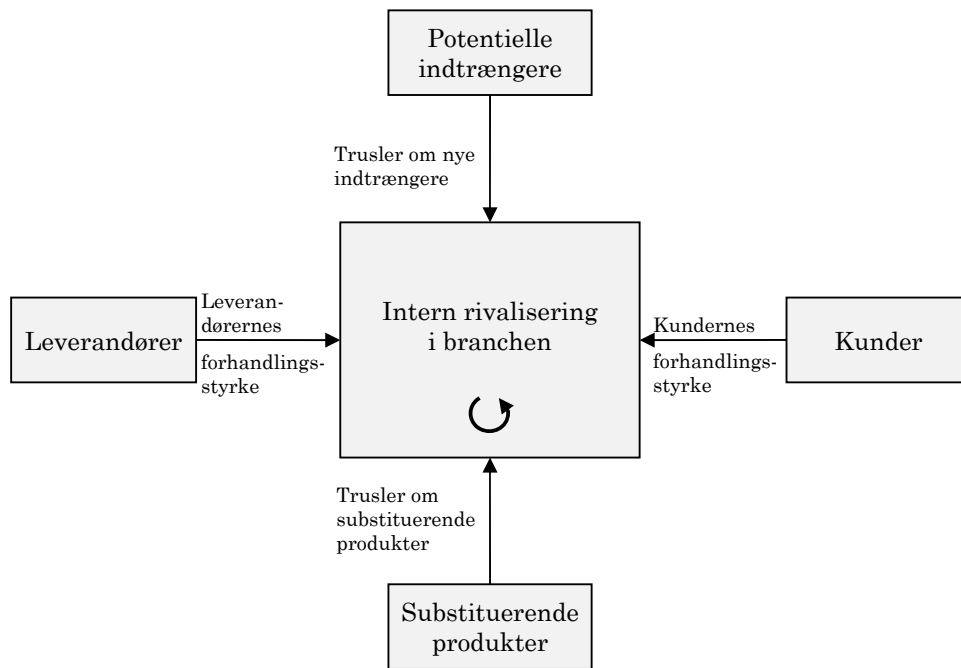
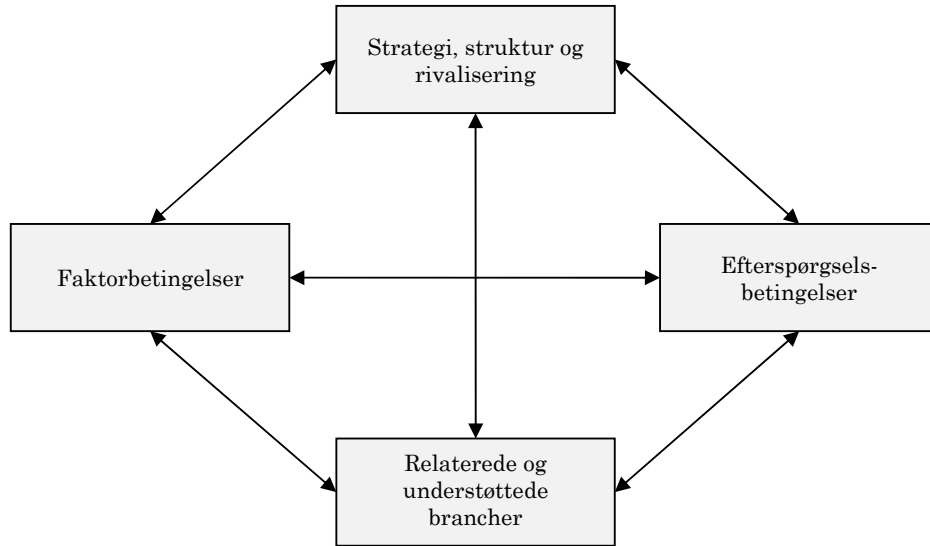


Figur 2.1. Virksomhedens placering i forsyningskæden.



Figur 2.2. Porters fem konkurrencekræfter (Five forces).



Figur 2.3. Porters Diamantmodel.