

Five Forces Analysis of Dating Market

Krauser PUA | 20 December, 2015 | by krauserpua

Time for some mindwank.

Back when I was receiving my professional education in business Michael Porter was all the rage on the MBA circuit for his Five Forces analysis. This was a simple tool to map out the competitive pressure in your industry so you can play to your strengths and limit weaknesses. It's also useful before entering an industry to decide if it's worth the effort. Some industries are more lucrative than others.

For example, as I may outline in a subsequent post, I simply wouldn't recommend entering the "blogging to monetize" or "YouTube to monetize" industries unless you're exceptionally talented and are willing to keep it up even if the money never comes.

[Five Forces Analysis](#) assumes that there are five important forces that determine competitive power in a business situation. These are:

Supplier Power: Here you assess how easy it is for suppliers to drive up prices. This is driven by the number of suppliers of each key input, the uniqueness of their product or service, their strength and control over you, the cost of switching from one to another, and so on. The fewer the supplier choices you have, and the more you need suppliers' help, the more powerful your suppliers are.

Buyer Power: Here you ask yourself how easy it is for buyers to drive prices down. Again, this is driven by the number of buyers, the importance of each individual buyer to your business, the cost to them of switching from your products and services to those of someone else, and so on. If you deal with few, powerful buyers, then they are often able to dictate terms to you.

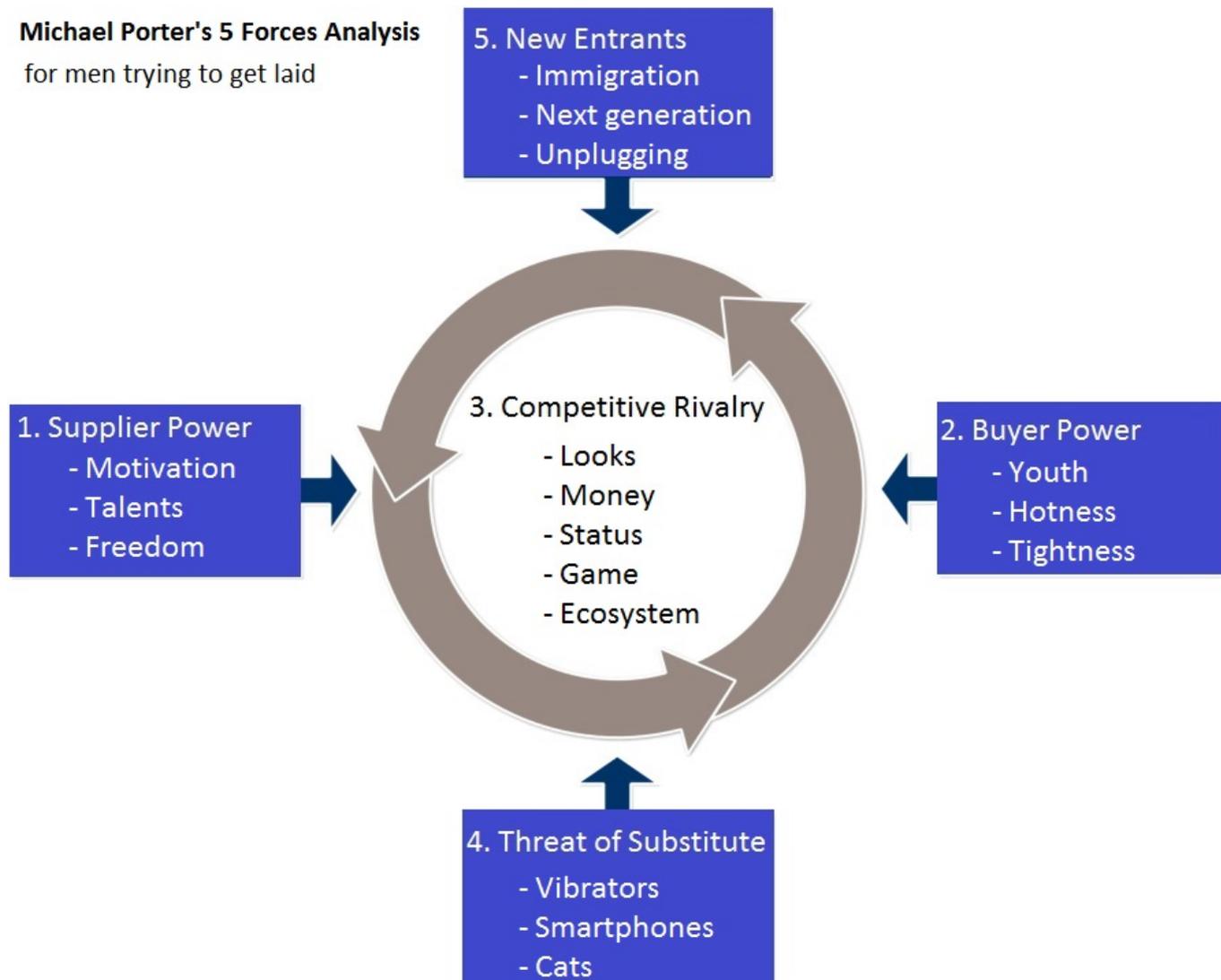
Competitive Rivalry: What is important here is the number and capability of your competitors. If you have many competitors, and they offer equally attractive products and services, then you'll most likely have little power in the situation, because suppliers and buyers will go elsewhere if they don't get a good deal from you. On the other hand, if no-one else can do what you do, then you can often have tremendous strength.

Threat of Substitution: This is affected by the ability of your customers to find a different way of doing what you do – for example, if you supply a unique software product that automates an important process, people may substitute by doing the process manually or by outsourcing it. If substitution is easy and substitution is viable, then this weakens your power.

Threat of New Entry: Power is also affected by the ability of people to enter your market. If it costs little in time or money to enter your market and compete effectively, if there are few economies of scale in place, or if you have little protection for your key technologies, then new competitors can quickly enter your market and weaken your position. If you have strong and durable barriers to entry, then you can preserve a favorable position and take fair advantage of it.

Seeing as we constantly refer to dating as a Sexual Market Place, let's first apply the model to a man entering "the game". Don't take any of this too seriously, BTW.

Michael Porter's 5 Forces Analysis
for men trying to get laid



Supplier Power is what drives up the cost / time / effort of producing your product. Since the product in the SMP is you, this means how much control do the inputs of self-improvement have upon you. I've focused on the Game strategy – if you're going to play some variant of LMS then the supplier inputs are different. Mostly, it comes down to how much you want it (Motivation) and that ebbs and flows, can run down to zero, and you've only got so much of it depending on your temperament. Likewise different people will have different talents for the Game. Lucky men are unhindered by work, health, financial or familial liabilities and thus have the freedom to take their chances. Eddie was recently telling me of a Canadian guy who managed to separate himself from his Wall-Smashing LTR and then packed up and moved to Poland. A big move like that relies upon freedom.

Buyer Power is what the girls bring to the table to bargain with you. Men really need sex but women do too, and they hate to be alone, so that's a wash. The size of a female buyer's metaphorical wallet is her youth, beauty and bloom. The more of that they have, the better service they can demand of the men. The more such qualified customers around (i.e. a city full of YHT) the less any one of them can dictate terms to you. The one slim girl in an Alaskan oil refinery has far greater buyer power than the one of many slim girls in a Moscow nightclub.

Competitive Rivalry is every other dude trying to get laid. We players aren't running the only hustle. Female buyers will also window shop the Good Looking Guys, the Sponsors, the Celebrities, and the Lifestyle In guys. Different cities and different types of guy will have a different mix of relevant rivalries. For example, London is full of all such hustlers and has a sizeable crop of girls who will accept weak game if the rest of the hustle is good (e.g. the Instagram porta-potties are the extreme outlier of this girl).

If you're wandering through the university in Poznan you'll get a different mix – not many Sponsors amongst male students.

Substitutes are things girls can do to sublimate their sexual desires without having to involve a heterosexual man. There is a wave of smartphone addiction tumbling ominously East out of the US which forces the players to focus on providing high-quality attention as a USP smartphones can't match (them being vehicles to accumulate masses of low-quality attention, aka. The Chodestream). Girls can sublimate their temporary horniness via porn and sex toys or their long-term affection needs through cat ownership. If they are really fat and ugly they can tumble into degenerate subcultures like feminism and professional careers to blunt the pain.

New Entrants are guys previously out of the game who suddenly show up. That can be literally new entrants i.e. immigrants. I don't know a lot about Rape Game but that's a hustle muslims seem to be working hard on. Likewise decaying social values lead to mudsharking and thus ethnics being allowed onto the battlefield (which is great for you if you're one of them). An increasing societal awareness of game and the mainstreaming of the mansphere has expanded the outreach and acceptance of the player lifestyle and thus there's an ever-refreshing crop of men trying out their first cold approaches. Lastly, there's a million new coffee drinkers born every day. Just as society churns out a new crop of 18 year olds every single year, it also churns out a new crop of men to chase them.

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