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| **Power of Merlin Entertainments’ SUPPLIERS** | **COMPETITIVE RIVALRY faced by Merlin Entertainments** | | **Threat of NEW ENTRANTS into the market** |
|  |  | |  |
| **Power of Merlin Entertainments’ CUSTOMERS** | | **Threat of customers using SUBSTITUTE products** | |
|  | |  | |

**Analysis of the factors affecting Merlin Entertainments’ competitive position**

**Evaluation of the *extent* to which Merlin Entertainments has a *favourable* competitive position**