SaaS CRM Startup

Evaluating the CRM software industry.

Threat of New Entrants

- Low technical barriers to build basic software, but high barriers to match enterprise security requirements.
- High customer acquisition costs act as a deterrent.

Supplier Power

- Low power from basic cloud providers (AWS/GCP) due to commoditization.
- High power from key integration partners or API providers (e.g., Google Workspace).

Competitive Rivalry

- Intense competition with dominant players like Salesforce and HubSpot.
- High marketing spend required to capture attention.

Buyer Power

- Low power for SMB buyers due to fragmentation.
- High power for Enterprise buyers demanding custom terms and massive discounts.

Threat of Substitutes

- Spreadsheets (Excel/Google Sheets) for small businesses.
- Vertical-specific software with built-in CRM features.