

# Threat of new entrants. Middle

- There are no factories for the production of hydroturbines in the Republic of Kazakhstan. Therefore, there will be no special problems with competition. We plan to first capture the market of the RK, then already such companies as ABB, General Electric, Siemens.

# Customer power. High

- The list of our potential customers is wide.
- Industrial companies
- Companies and Factories
- People who need purified water.
- Government;
- The company's technical innovations;
- Factories with large production;

# Threat of substitution. Low

- Relative price performance of substitute;
- Buyer's switching costs;
- Perceived level of product differentiation

# Degree of competition. Middle

- As my colleague said, we have five main competitors. We also showed the strengths and weaknesses of our competitors.

# Supplier power. Middle

- ACS Group Directory;
- Ecowat;
- K-water;
- Hochtief;
- Foreign such as:
- Siemens,
- ABB,