

start-up costs or other obstacles that prevent new competitors from easily entering an industry or area of business. Barriers to entry benefit existing companies already operating in an industry because they protect an established company's revenues and profits from being whittled away by new competitors. It is generally the impression that in the situation whereby a new entrant enters into an industry dominated by large firms they are unable to survive however this ideology is disputable.

It's possible for a new entrant to survive however it does depend on the entrant. For instance if a relatively large company undergoes conglomerate integration through the takeover or merger with another company in another industry in prospective growth perhaps the companies current objective. Or if a large corporation expands by investing into a new market then it's likely the newly entrant will survive. The new entrant will have the necessary capital, brand recognition and reputation to survive against already large businesses. Large capital will allow the company to survive by covering any short falls it may occur due to any mistakes made largely due to their inexperience in the new market or gaps in their research and development. The brand recognition will provide a steady stream of revenue as consumers recognise and support it's product or services. In this scenario it's likely large firms expansion into another market will soon be established and become a main competitor for already established few large firms. Amazon are renowned for their innovative and positive expansion into new markets. They've recently expanded into the digital streaming markets i.e. Amazon Prime largely through the takeover of Love Film and Twitch as well as their expansion into the groceries market with an agreement with supermarket Morrison's who will allow Amazon to deliver food. However most notably came Amazons new company in what is known as the Cloud provider market, Amazon Web Services. Officially launched in 2006, Amazon Web Services provide online services for other web sites or client-side applications. Most of these services are not exposed directly to end users, but instead offer functionality that other developers can use in their applications. In June 2007, Amazon claimed that more than 180,000 developers had signed up to use Amazon Web Services and finally In April 2015, AWS was reported to be profitable, with sales of \$1.57 billion in the first quarter of the year, and \$265 million of operating income indicating that survival in a new industry dominated by a few large firms is not only possible but it's profitable. In addition another reason a firm can survive in an industry dominated by a few large businesses is due to the location. Location of a new firm, whether in urban, metro, or rural vicinities, can have important impacts on performance outcomes. Location of a new firm is vital, while brand recognition is low and advertisement is not within the firms limited resources, the location could be the most important aspect of survival. Dependant on the business, location in a busy area the business will occur footfall and passing trade whilst a manufacturer will need transport links and supplier access. The