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Author: Prof. Xiao Hui Wang
LandSpace Technology Corporation Ltd., China

Mr. He Huang
LandSpace Technology Corporation Ltd., China
Mr. Qiang Liu
LandSpace Technology Corporation Ltd., China
Mr. kai dong
LandSpace Technology Corporation Ltd., China
Mr. Zheng Dai
LandSpace Technology Corporation Ltd., China
Mr. Changwu Zhang
LandSpace Technology Corporation Ltd., China

ANALYSIS OF THE CURRENT SITUATION OF CHINA'S PRIVATE COMMERCIAL CARRIER ROCKET COMPANIES BASED ON MICHAEL PORTER'S FIVE FORCES MODEL

Abstract

As the world's first successful liquid oxygen and methane rocket to enter orbit, the ZhuQue-2 (ZQ-2) F2 carrier rocket independently developed by LandSpace Technology Co., Ltd. was successfully launched at the Jiuquan Satellite Launch Center (JSLC) in China on July 12, 2023. Private commercial rocket companies have become an important part of China's commercial aerospace industry. This paper uses Porter's Five Forces Model to analyze the competitive situation of China's private commercial launch vehicle companies from five aspects: competition within the industry, the bargaining power of suppliers, the bargaining power of buyers, the threat of potential entrants, and the threat of substitutes. The conclusion is that the five external competitive factors affecting China's private commercial launch vehicle companies, in order of increasing intensity, are the threat of substitutes, the threat of potential entrants, the bargaining power of suppliers, the bargaining power of buyers, and competition within the industry. In the future, China's private commercial launch vehicle companies should strive to build core competitiveness and accelerate the research and development and engineering application of high-payload capacity, high-frequency, low-cost, and reusable launch vehicles. Through in-depth analysis of the competitive situation of China's private commercial launch vehicle companies, this paper aims to provide references for the long-term development of the industry.