

ACC/CIS/MGT 450 Writing Assignment #1

Evaluate an industry using Porter's Five Forces Model. Select an industry from the list below and describe the relative attractiveness of entering that industry. Be sure and discuss all five forces in relation to your choice. Also, include examples of how technology may have changed some of the forces' effects on the industry you have chosen. Choose one of the following industries to discuss: movie rental or book selling.

Make sure you understand the concept of “supplier power” as this concept has been elusive to many students in past semesters. The book describes it as “opposite” of buyer power. But don’t bother describing it back to me in that way unless you really understand it yourself. When writing, consider yourself as the business owner. Suppliers are those who provide you with products to sell to consumers. Low supplier power means that there are many suppliers of products that your company wishes to sell, and because there are many of them, they don’t have much power over you (the business owner). For example, if suppliers raise the price of their products, you (the business owner) can go elsewhere, to a different supplier. When supplier power is HIGH, you (as a business owner) may have to put up with some of their policies because you have few alternative places to get the products. As a business owner, you WANT this power to be low. Supplier power does not involve the customer directly.

Your submission should be well written and organized around the topic. State the force, describe how it is measured (low or high), explain what each measure means, and then state how the chosen industry “measures up” at this time. You should support an overall opinion of the attractiveness of entry into that field with an analysis of the industry in relation to the model.

Your submission should include a cover page, abstract, 3-5 pages of body content, and a references page. You are expected to use and cite multiple references (including our textbook) using APA guidelines. The cover page should include a running head as well as: Title of Your Paper, student name, assignment name and number, type of submission (Editorial Review or Final Submission), and Due Date.

An Evaluation of the Car Rental Industry Using Porter’s Five Forces

Sally Student

Writing Assignment #1

Editorial Review

Due Date: May 30, 2014

You are encouraged but NOT REQUIRED to use the University Writing Center to review your writing submissions before turning them in. They will accept emailed items and give you feedback via email. Some students have found this service useful. You are also recommended to have a friend or family member read the writing as well. You do not have to indicate these reviewers’ names or give them credit.

Meeting required due dates is part of the writing process. Remember, this is a senior-level course, and writing topics are made available to the students several weeks prior to their due dates. Excuses for late work are RARELY believable, so don’t bother making them. Late writing submissions will be penalized **25 points**. Again, you do NOT have to explain why a due date was missed, you simply have to submit the file and the penalty will be assessed as stated. This means that an assignment submitted 5 minutes after the due date will be worth a maximum of 80 points. This saves you the time of making excuses, and saves me time in explaining this very policy. Remember, your average on writing assignments determines your Pass/Fail status in the course.

You will submit your completed work using the writing assignment link in our Blackboard course. This tool allows for the grading process to be done in an orderly fashion. Do NOT email the file to me at any address. Emailed files will be ignored.