Industry Outline

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SOM 498: Advanced Business Models

Type of Assignment: Individual Written
Assignment Length: Minimum of 2 pages.

Purpose

This is an essential building block to your research paper and final presentation. This assignment should help you organize your thoughts and direct your research about the industry you have chosen.

The goal of this industry outline is to think about the entire range of issues in the industry.

For your two-page industry issues and 8-page final industry papers, you will focus on only three issues you identify in the industry outline. Instructions: The assignment has two major parts an industry analysis and a summary of opportunities for industry growth and threats to growth.

Part One: Industry Analysis

Content:

Summary profile of the dominant economic characteristics of the chosen industry. For example: Market Size ($ and volume), Growth Rate (past and future forecasts), Major Competitors (compare relevant financial data and trends such as sales, profit, market share, etc.; conclusions about competitive positions and/or strengths and weaknesses; which competitors are in the strongest and weakest competitive positions), Strategic Group Mapping, etc.

Go through each of Porter's 5 Forces and identify and discuss each of the forces. For example, who are the industry's buyers? What is the strength of buyer power (high, medium, or low)? How does it impact industry attractiveness/profits? Address these questions for each of the other forces.

Identify key industry trends and indicate the relevance of each to your chosen industry. For example, how do Economic Trends (economic growth, interest rates, inflation, etc.) affect industry competition and performance? Technology Trends? Demographic Trends? Political/Regulatory Trends? Social Trends?

Part Two: What are the major opportunities and threats in the industry?
First, identify at least 3 opportunities and 3 threats. Second, give a brief justification of why each is an opportunity or a threat.

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<tr>
<th>Opportunities</th>
<th>Threats</th>
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**Point value and grading criteria**

This assignment is worth 5 points. The breakdown is as follows: (see attached grading sheet)

- Is it complete - did you follow instructions and address all required components? (2 pts)
- Is it detailed? (1 pt)
- Is there a summary of opportunities and threats? (1 pt)

Have you cited multiple and different sources. Must include the following: (1 pt)

- at least one industry source (i.e., Standard & Poors Industry Survey, Industry Trade Journals or Associations, etc.)
- at least one mainstream business press (i.e. Business Week, WSJ, Fortune, Forbes, etc)
- 5 different sources published in the last 3 months

See the Research web page. Please provide an accurate list of your sources at the end of your checklist. Please attach the grading sheet to the end of your structured checklist when submitting.

**SOM 498 Industry Outline Grading Sheet**

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<thead>
<tr>
<th>CRITERIA</th>
<th>POINTS</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td>COMPLETE INDUSTRY ANALYSIS (2 points possible)</td>
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<td>SUFFICIENT DETAIL PROVIDED IN INDUSTRY ANALYSIS (1 Point possible)</td>
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<td>ADEQUATELY SUMMARIZES OPPORTUNITIES AND THREATS (1 point possible)</td>
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CITES RELEVANT MULTIPLE AND DIFFERENT SOURCES: (1 point possible)