This assignment will be done in three sections with Section I due first and Sections II and III due at a later date. The three sections include the following:

Section I - Industry Analysis (10% of course grade)
Section II - Company Analysis (10% of course grade)
Section III - Summary (Conclusion) 5% of course grade

Select a company in an industry in which you have a personal interest and prepare a seven to nine page, single spaced paper that addresses the following in two major sections:

5.2.1 List of Companies

Airline Industry
- American Airlines
- Singapore Airlines
- Southwest Airlines

Air Express Industry
- Federal Express
- United Parcel Service (UPS)

Auction Industry
- eBay

Brokerage Industry
- Charles Schwab

News Media Industry
- Gannett (USA Today)

Fast Food Industry
- McDonald’s

Property and Casualty Industry
- Progressive Corporation
- USAA

Manufacturing Companies
- Harley-Davidson Corp.
- Nike, Whirlpool Corp.
- Frito-Lay

Retail Industry
- Amazon.com
- Home Depot
- Costco

5.2.2 Section I - Industry Analysis:

- A description of the competitive environment within the industry using the Porter Competitive Forces model. A tailored model should be included with an appropriate narrative explaining the significance of each of the forces. Important points to cover include the following:
  1. Industry Profile
  2. Competitive Strategies within the Industry
  3. Porter Model Evaluation of Industry Forces
  4. Globalization of the Industry
5. Importance of Information Technology to the Industry

- A discussion of the global aspects of the industry and the business.
- Note: Section I will be revised and resubmitted with Section II and III of the final paper.

5.2.3 Section II - Company Analysis:

1. A clear definition of the business.
2. The value that the business provides to its customers.
3. A profile of the company including the business leaders, major products and/or services and financial performance over multiple years. A major part of this section is the focus on a business leader. This should address the person who has played a major role in enabling the company to be the success that it is. This could be a person that is still actively involved with the business or someone that is no longer with the company.

   A focus should be on the founder/leader of the business. Their background including education, prior work experience and value system relative to running the business should be highlighted. What success did these people realize and what are the implications of this success. What legacy, if any, did these people leave if they are no longer with the business?
4. The importance of information and information systems to the success of the business.
5. A conclusion regarding the company's competitive position within the industry.

5.2.4 Section III - Final Conclusions

This is a final assessment to discuss what major business strategies have meant to the company to date and whether it is adequately prepared to face the challenges of the future.

Things to pay attention to:

1. Is the paper structured as a business paper should be? This means section titles and sub-titles. An outline at the start of the paper also helps.
2. Is there an objectives statement for the paper and does it do a good job of introducing the paper?
3. A good explanation of the industry including the general health of the industry, trends and major competitors.
4. Does the Porter Model identify the market being analyzed. This should be the major market of the company.
5. Barriers to entry and substitutes need some explanation as to what they are.
6. Are the power implications of buyers and sellers explained?
7. Is IT vendors included as one of the major suppliers?
8. Is the analysis company identified as the SBU and are the major competitors identified?
9. After using the Porter model to evaluate the industry's competitive environment, are there any conclusions provided based on this analysis?
10. References should be at the bottom of the page and not within the narrative of the paper.
11. How well are the global implications for the industry addressed? Do the problems within this industry travel fairly easily across country boundaries?
12. On the importance of IT to the industry is there a good overall perspective versus a laundry list of applications?
13. In Section II are the business leaders identified and is the significance of their role explained?
14. Strengths and weaknesses of the company is an important part of Section II. Is this well done?
15. Importance of IT to the company should be based on how IT supports major business strategies.

Sourcing and References
References must include sources from the Internet AND printed material. Use a rule of thumb that any use of 30 words requires citing the source of the information. All charts should include citations as to the source of the information. Final selection of the company that you will address with this assignment must be approved by the instructor by submitting a single page nomination with an explanation of the logic of your choice. A logical content for this paper would include the following:

- Introductory statement regarding the focus of the paper.
- A clear definition of the business and its position within its industry.
- A clear understanding of major products and/or services and the value delivered to customers.
- Background/history of the business with a particular focus on key leaders.
- Financial performance of the company over multiple years (revenue and profit).
- The role and importance of the use of information systems.
- Final conclusions regarding the analysis with a particular eye to the future.

5.3 Database Project (15% of course grade)
The assumption for this assignment is that the Saturn Dealership Group needs help to increase the sales of its automobiles. As an employee of a market research firm hired by them, you are being assigned as a member of a two person team to assist them by coming up with an approach that will help them identify good sales prospects to buy a new personal computer. To accomplish this, you will need to design a survey questionnaire, conduct a survey, build a database and produce a report for the client that identified good prospects. As a standard part of the operation of the market research firm, a report should be prepared that summarizes the major learning points from having done the project.

The final results of this project will provide documents to the client and to the Director of BIS Market Research. The client should receive 1) a statistical profile of factors that provide data that describes an overall perspective of the market conditions of the personal computer market and 2) a prioritized list of survey
respondents that could be contacted since they have a high possibility of buying a personal computer. It would be appropriate to include a cover letter addressed to the president of the client organization, Mr. Lee Lucas on Stevens Creek in San Jose. Your boss, Art Walton, Director of Market Research, within BIS Market Research should receive a report that could serve as a guideline for any employee asked to do a similar project in the future. This should be done in a systematic, organized way that parallels the steps taken to complete the assignment. More specifically, to complete this assignment it will be necessary to accomplish the following:

- Determine appropriate questions to generate the necessary data and design the questionnaire form (source document).
- Edit the data in the source documents.
- Input the data to create a database using Access database software.
- Do an analysis of the data collected.
- Prepare the two documents for the client summarizing the market analysis. (If the data was collected, give it to the client unless it represents invalid data)
- Prepare a report for Art Walton the marketing director and your boss within BIS Market Research that summarizes the key learning points of the assignment.
- All parts of this assignment will be accomplished in two person teams with a single submission of the project package by each team.