

Assignment No 01

Objective of the Activity: The objective of this assignment is to make students familiar to the concept of different competitive strategies chosen for different markets which are operating under different competitive forces. (Five forces model)

Michael Porter, Harvard Business school professor, presented the five forces model which defines industry's competition. It helps to determine industry's profitability in different type of competition. The companies may choose any competitive strategy for a sustainable growth.

Requirement

We have given five different real time scenarios in the table below. You are advised to apply five forces model and select the most appropriate strategy. We also advised you to give at least two justifications for your selection of strategy.

	Five forces Model	Competitive strategy	Justifications (at least two)
1	The government has announced tax rebate for new companies. More than 150 new companies registered in last three months.		
2	Government put a ban on plastic bags and advises to use paper bags.		
3	Number of travellers to Sawat has been reduced due to Covid-19. Hotels have redesigned their offerings to attract travellers.		
4	Government has accounted new projects and requires heavy machines.		
5	Now the customers can see the reviews online even before buying any item.		

Important Note: Do not write unnecessary details. Irrelevant material will be marked zero straight away. Plagiarized work will be treated same way. Do not claim afterwards that your work is not plagiarized.

Important Note:

24 hours grace period after the due date is usually available for assignment to overcome uploading difficulties. This extra time should only be used to meet the emergencies and above mentioned due date should always be treated as final to avoid any inconvenience.

Other Important Instructions:

Deadline:

- Make sure to upload the solution file before the due date on VULMS.
- Any submission made via email after the due date will not be accepted.

Formatting guidelines:

- Use the font style “Times New Roman” or “Arial” and font size “12”.
- It is advised to compose your document in MS-Word format.
- You may also compose your assignment in Open Office format.
- Use black and blue font colors only.

Referencing Guidelines:

Use APA style for referencing and citation. For guidance, search “APA reference style” daily and read various websites containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsenl/apa/APA01.html>

Rules for Marking

Please note that your assignment will not be graded or graded as Zero (0), if:

- It is submitted after the due date.
- The file you uploaded does not open or is corrupt.
- It is in any format other than MS-Word or Open Office; e.g. Excel, PowerPoint, PDF, etc.
- It is cheated or copied from other students, the internet, books, journals, etc.

Note related to Load shedding

Dear Students,

As you know that Post Mid-Term semester activities have started and the load shedding problem is also prevailing in our country. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience; the activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after the due date of assignments or GDBs.