Student Name

Assignment Title

Colorado Technical University

Date

*Use 12-pt., Times New Roman, double space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 3-5 pages (plus a title page and a reference page).*

**Introduction**

Select a company from the Transformation 20: The Top Global Companies Leading Strategic Transformation link <https://www.innosight.com/insight/the-transformation-20/> Using the company you chose, as a consultant, briefly introduce the company. Include in the introduction of The Porter’s Five Forces Model. Complete the introduction with a statement about the topics to be covered in this paper.

**The Porter’s Five Forces Model.**

 Add an overarching description of the Porter’s Five Forces Model. Include what the model is and how it is used. Then, breakout the five forces and describe each of these.

 **Threat of new entrants.**  Describe the threat of new entrants from an industry perspective.

 **Bargaining power of suppliers.** Describe the bargaining power of suppliers from an industry perspective.

 **Bargaining power of buyers.** Describe the bargaining power of suppliers from an industry perspective.

 **Threat of substitute products or services.** Describe the threat of substitute products or services from an industry perspective.

 **Existing industry rivalry.** Describe the existing industry rivalry from an industry perspective.

**Analysis of Porter’s Five Forces to the selected company.**

 Analyze Porter’s Five Forces to the selected company in terms of identifying which of the forces would be high priorities and which would be low priorities. Justify your decisions. Be sure that you mention all five forces either in the highest or lowest category.

 **Porter’s Five Forces highest priorities for the selected company.**

Identify the forces with the highest priorities in this selection. Justify your decision on why these forces are considered the highest priority for the company. Be detailed in your justification.

**Porter’s Five Forces lowest priorities for the selected company.**

Identify the forces with the lowest priorities in this selection. Justify your decision on why these forces are considered the lowest priority for the company. Be detailed in your justification.

**The selected company’s strategic competitive position.**

Briefly describe where the selected company’s is in terms of its strategic competitive position. Develop steps or provide ways in which the selected company can maintain or improve its strategic competitive position. This section should be detailed and should align with the above Porter’s Five Forces model application and analysis conducted above.

**Conclusion**

 Provide a closing paragraph that sums up the key points you have made in this paper, that you want your reader to takeaway. There should not be any new information that is disclosed in this conclusion paragraph, but a summary of the key points that are the most important.

**References**

Cite 1–3 sources in APA format. The following are some examples of references cited in APA format. **Note: The below resources are examples only and not part of this assignment**.

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge.

 https://login.proxy.cecybrary.com/sso/skillport?context=137758

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/