Student Name

Assignment Title

Colorado Technical University

Date

Introduction

Introduce the topics that you will cover in your paper. 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 4-6 pages (plus a title page and a reference page).

The strategic position for a company, and their goals can be represented by internal and external factors.

The Porter’s Five Forces Model is an external model to evaluate the competition in an industry. Using the company you chose, as a consultant, evaluate the *industry* using the five forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

**Type your response here.**

Using the same company, apply the internal SWOT model to describe the *internal* strengths, weaknesses, opportunities, and threats for strategic planning.

**Type your response here.**

Summarize two internal core competencies for your company.

**Type your response here.**

Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. The following are some examples of references cited in APA format:

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

[https://login.proxy.cecybrary.com/sso/skillport?context=137758](about:blank)

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](about:blank)

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/](about:blank)