**I Assignment – SWOT and Industry-Level Strategies**

**1. Complete a SWOT analysis for the company that you chose to research.**

SWOT

Strengths - internal

Weaknesses - internal

Opportunities - external

Threats - external

**2. Identify and provide examples of the Industry-Level Strategies that will have an affect on your company.**

Michael Porters' 5 Industry Forces - rivalry, threat of new entrants, threat of substitute products or services, bargaining power of suppliers, bargaining power of buyers

Positioning strategies

Adaptive strategies