**MGT382 Additional Assignment**

**Value:** 30%

**Due date: 28-12-2018**

**Length:** 2,000 Words

**Task:**

When undertaking an assessment of a company's industry and competitive environment, there are a number of aspects to assess.

Using an industry of your choice:

1. Assess the industry’s dominant economic characteristics.
2. Describe the five-forces model of competition, and assess the strength of each of these forces in the industry’s competitive environment.
3. Based on the above analysis, do you think the industry is attractive?

You must use information sources to support your discussion, such as websites, newspaper and magazine articles, journal articles, and books. Each information source used must be referenced correctly in the body of the paper, and in a reference list.

**Students should use chapter 3 of the textbook as the starting point for their research.**

Please note that you should not use 'wiki' sites as references for this assignment. These sources may provide useful background reading, but they are not suitable as academic references.

• Use at least six (6) reference sources in total

• ALL texts must be of academic standard.

• Use in-text citations to identify other people’s ideas and words. These in-text citations must follow the APA (6th ed.) referencing style.

• Quotes must be in quotation marks and the in-text citation must include the page number.

• The assessment task should be your own original work. This assessment task will be put through

TurnItIn to identify plagiarism.

**Marking Criteria**

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| **Criteria** | **Mark** |
| Question 1  Assessment of the industry’s dominant economic characteristics  **6 marks** |  |
| Question 2  Description of the five-forces model of competition, and assessment of the strength of each of these forces in the industry’s competitive environment.  **13 marks** |  |
| Question 3  Based on the above analysis, comment on the industry attractiveness.  **4 marks** |  |
| Presentation, structure, spelling and grammar, introduction and conclusion  **4 marks** |  |
| APA6th referencing  **3 marks** |  |
| Total  **30 marks** |  |