

Principles of Marketing (MGT 301)

Fall 2015

Assignment No: 01

Total Marks: 20

Opening date: November 11, 2015

Closing date: November 18, 2015

TOPIC: Porter's 5 Forces Model of Competition (Lessons # 5).

Learning Objectives:

The main objective of this activity is to get the students familiar with the Porter's five forces model as these forces have a great impact on businesses.

Learning Outcomes:

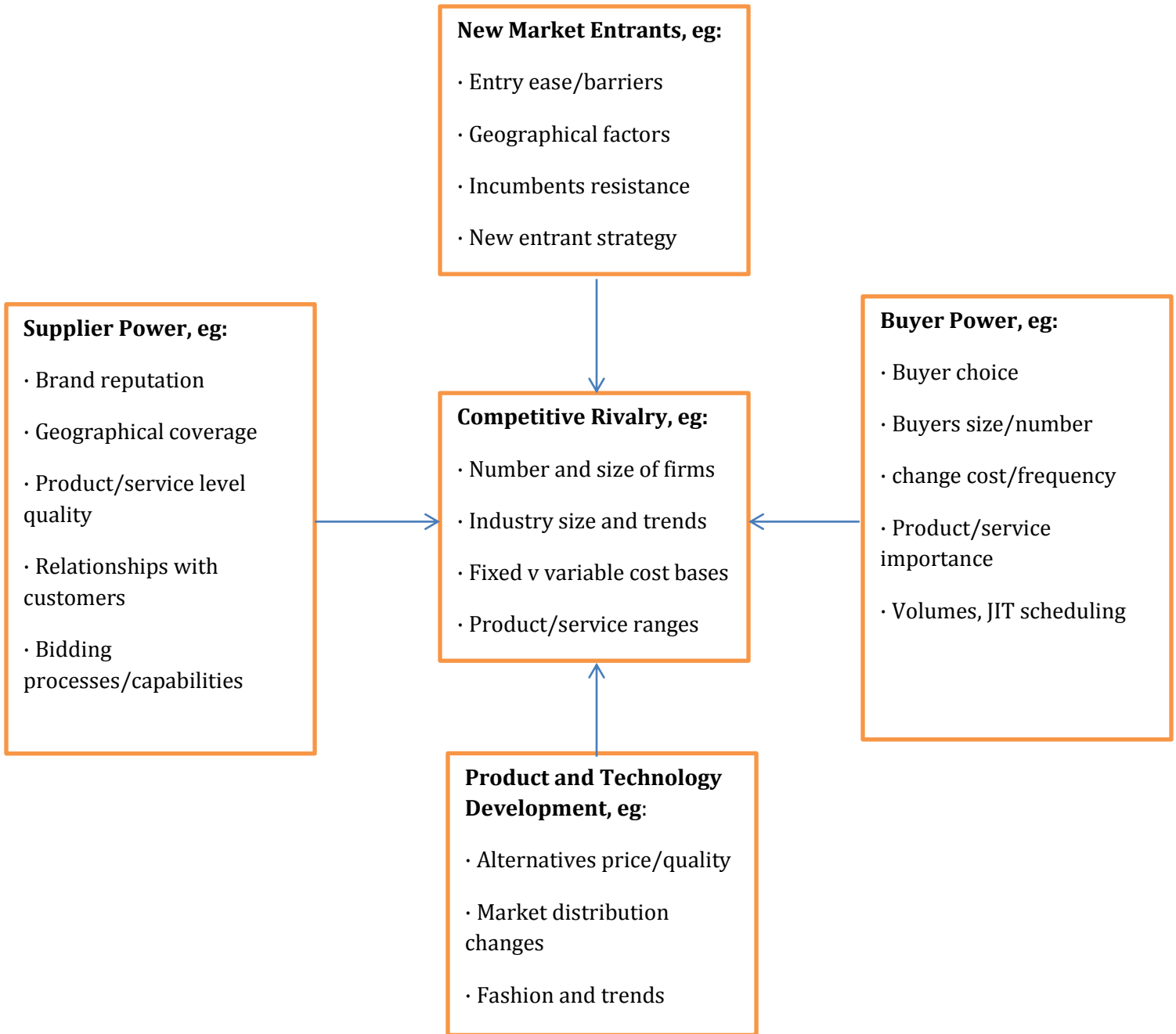
1. Students will learn how Porter's five forces model helps businesses to analyze different forces which have a great impact on businesses.
2. Students will learn how Porter's five forces model helps businesses to design strategies accordingly.

The Case:

In the current business world technologies are inducing changes in the lifestyles and habits of people around the globe. This technological change is making it very tough for businesses to do investment and to expand due to heavy competition in the market. Vodafone a telecommunication company working in different countries of the world like UK, Canada, Australia, etc. grasps more than 400 million users around the globe. The company wants to start business in Pakistan because the telecommunication sector of Pakistan is growing day by day and is a great source of generating huge revenue.

Please go through the block diagram of "Porter's five forces of competitive position model" given below and read the requirement and note very carefully.

"Porter's Five Forces of Competitive Position Model"



Requirements:

Keeping in view Porter's five forces model, how the factors given in the blocks in above diagram can be defined in context of Vodafone Company in Pakistan.

Briefly analyze your findings.

***Note:**

- You are required to read the articles in the given links prior to solve the assignment.

<https://prezi.com/bctpzocpixee/telecom-pakistan-industry/>

<http://journal-archieves8.webs.com/704-712.pdf>

<http://propakistani.pk/2011/05/20/cellular-sector-of-pakistan-overview/>

- Provide the answers in the given document titled as “Answer Sheet”. For the convenience of students, the template of the same answer sheet is uploaded at download section; please download the MS Word file from the download section to solve the assignment.

Important:

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

Important Instructions:

- Students are advised to study the whole text carefully.
- Try not to include any irrelevant material in the solution.
- Try to come up with precise and original answers.
- Assignments reaching after the due date would not be considered.

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.

Note related to load shedding: Please be proactive

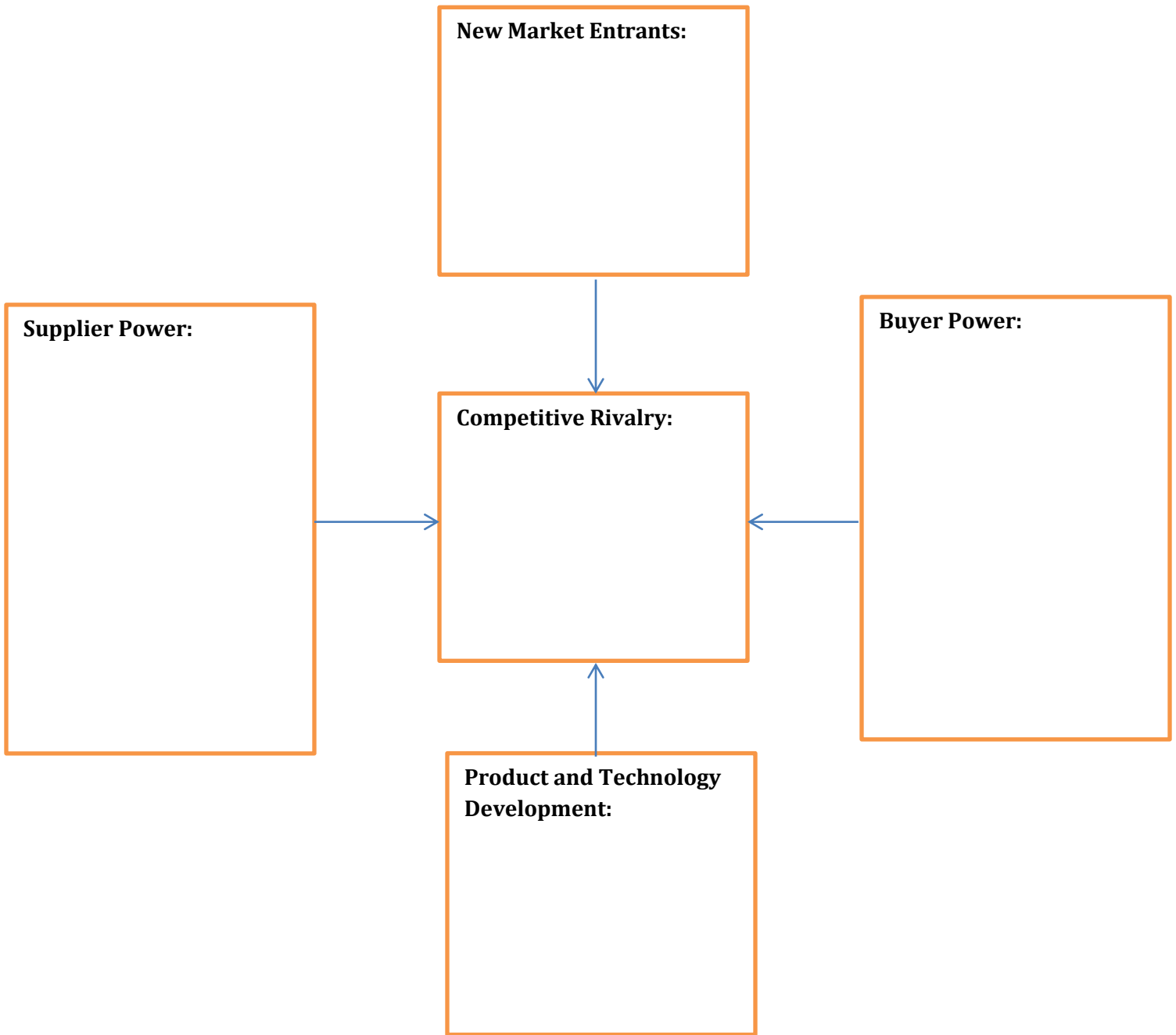
Dear students!

As you know that Pre Midterm 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; activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments, quizzes or GDBs.

“GOOD LUCK”

Answer Sheet

“Porter’s Five Forces of Competitive Position Model”



Analysis:
