

Write-Up: Module 5

Started: Sep 24 at 2:42pm

Quiz Instructions

MODULE 5

WRITE-UP

About This Case Write Up

This assignment will cover the case(s) from the readings for this week. Note that the goal of the assignments is to practice using the theoretical material you've learned. For each question, think about how you can apply those tools. Please review the number of attempts, time limit, expectations outlined in the syllabus, and due date before starting this assignment.

Question 1

6 pts

Ryanair seems to be more profitable than many of their peers. That suggests that there is something about Ryanair that others “can’t” or “won’t” copy.

What keeps other existing incumbents from copying them? (Hint: Is what keeps them from being copied a “unique resource” or “unique activities”?)

- If unique resource(s) what is it/are they and why is it hard to copy?
- If unique activities, what are some of the activities and how do they tie into each other?)

Edit View Insert Format Tools Table

12pt ▾ Paragraph ▾ | **B** *I* U A ▾  ▾ T² ▾ |

 ▾  ▾  ▾ | ⋮

p

  | 0 words |   

Question 2

4 pts

The previous question was about what keeps current incumbents from copying them.

Should they be worried about new entrants competing down their profits? In other words, is there something keeping new entrants from copying them? If there is, what prevents them from having to deal with new entrants copying them?

Edit View Insert Format Tools Table

12pt  Paragraph  | **B** *I* U A    T²  |

   | 

p

  | 0 words |   

Quiz saved at 2:42pm

Submit Quiz