

Unit II Case Study

Competitive Strategy Over the Web Assignment

In this case study, you will research an organization and determine how their business strategy differentiates them from other organizations in the same industry using Porter's four competitive strategies model (p. 85).

Write a one- to two-page (250-500-word) paper to include the following:

- A brief explanation of Porter's four competitive strategies.
 - A brief explanation of how competitive strategy determines value chain structure.
- Identify and discuss the competitive strategy that the organization you researched utilizes in order to differentiate them from other organizations in the same industry.

APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.