Individual Research Assignment

For this assignment, you must choose an industry in Canada to research from the list below. Following this, you will answer the eight questions contained in this assignment. These questions will give you an idea of what information is contained in an industry analysis.

Only choose an industry from the list provided. Please complete your assignment in a google document and share the assignment to by 11:59 PM on September 25, 2020. Late submissions will be docked 5% as per the course syllabus.

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| **Industries to research**  | **Example of subsectors**  |
| Agriculture  | animal production, crop production  |
| Fashion  | clothing, textiles  |
| Telecommunications  | information technology  |
| Electronics  | computers, computer software  |
| Energy  | oil and gas, renewable energy  |
| Food and Beverages  | restaurants, bars, bakeries  |
| Hospitality  | tourism  |
| Retail  | consumer goods  |
| Transportation  | automobile production, air transportation  |

**NOTE:** You are to focus on **one perspective** of the supply chain. For example, if you select women’s clothing as your focus, your analysis could be completed in either of the following two ways:

*Option 1: Women’s Clothing Stores (retailers)*

* Suppliers: women’s clothing manufacturers who sell to retailers
* Buyers: consumers

*Option 2: Women’s Clothing Manufacturers*

* Suppliers: textile manufacturers who produce the fabric
* Buyers: women’s clothing stores (retailers) who purchase articles from the textile manufacturers and eventually sell them to consumers

**NOTE:** In these examples, you would **not** be defining both the manufacturers and the retailers as suppliers - once you select a perspective, you are to remain consistent throughout your analysis to avoid confusion.

**After you have selected an industry to research, answer the following questions:**

1. What is the bargaining power of buyers in the industry?
2. What are the barriers to entry in this industry?
3. What is the bargaining power of suppliers in the industry?
4. What is the competitive landscape like in the industry?
5. What are some recent events or trends that have affected the industry?
6. What is the future outlook of this industry?

Using your research from questions 1 to 6, please discuss the following:

1. Summarize the major entrepreneurial opportunities in this industry.
2. Summarize the major threats to entrepreneurial activities in this industry.

At least **two** opportunities and **two** threats should be included in your response. You may include additional research in questions 7 & 8; however, the research you do include should support your analysis and develop your argument.

**NOTE:** Please include the question you are answering as a heading to each of your paragraphs to provide clarity for the marker.

# APPENDIX I: Assignment Guidelines

* Follow the Formatting Guidelines posted on eClass.
* Follow APA citation. If you are unsure of how to use APA citations, refer to the Formatting Guidelines. You do not need to use APA format for everything, only for citations.
* Answer all questions in complete sentences. Your response to each of the above eight questions should be about 0.25-0.5 pages. Your total document length must be maximum 5 pages (not including a cover page and ‘References’ page)
* This is an assignment meant to familiarize you with business research. You MUST use **at least** **three** **Canadian** sources in your assignment.
* For research help, please see the links and videos on eClass. You can also email the librarians at busref@ualberta.ca to book an appointment.
* Although you are discussing these industries in Canada you may still use some information from the US in your assignment. Some industry reports are published in the US but still contain relevant information to Canadian industries. However, most of your information should be focused on the industry in Canada.

○ **NOTE:** When using information from US reports, you may want to consider the differences between both countries (such as the size of the population and economy) in your analysis.

* This is an individual assignment. It should not be completed in groups. Each student needs to conduct their own research and answer the questions on their own. Markers will be reviewing papers to ensure students are following university guidelines regarding academic honesty (see syllabus).

# APPENDIX II: Question Prompts

Below are some prompt questions that can guide your research and help you develop responses to the assignment questions. It is recommended that you follow these prompts to answer the question as completely as possible. You do not need to answer all the prompts but they help to provide the evidence to support your answer.

Question 1: Bargaining power of buyers

* Are buyers in this industry price sensitive?
* Can buyers easily switch firms?
* Are the products in this industry needs or wants (i.e. can buyers do without them)?
* How many buyers are there? Question 2: Barriers to entry
* Does it require a lot of capital to enter this industry?
* What sort of government or other external regulations govern who can enter the industry?
* Is this an industry that is attractive for other firms to potentially enter?
* Are customers loyal to established brands?
* What is the industry profitability?

Question 3: Bargaining power of suppliers

* How much pressure can suppliers place on businesses?
* Are the distribution channels in this industry effective?
* Is there competition among suppliers?
* How many suppliers are there? Question 4: Competitive landscape
* What are the major companies in the industry?
* Are there many competitors or only a few?
* What is the market share of the various companies?
* Are competitors highly differentiated? Question 5: Recent events
* What are some recent trends have happened in the industry?
* Have any major players recently emerged?
* What political, economic, social, technological, environmental and/or legal impacts have there recently been in the industry?

# APPENDIX II (cont’d): Question Prompts

Question 6: Future outlook

* What life cycle stage is the industry in?
* What is the projected growth for the industry?
* Are there any major events or trends expected to happen in coming years that could seriously impact the industry?

Question 7: Summarize the major entrepreneurial opportunities in this industry.

* Are there any gaps in the market?
* Is there a new trend in this industry to capitalize on?
* Are there any ways to create innovation out of existing business methods in this industry?

Question 8: Summarize the major threats to entrepreneurial activities in the industry.

* Is it worthwhile to invest resources into this industry?
* Are there a few large companies in this industry that will prevent new startups?

# Grading Rubric

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| **ITEM**  | **MARK ASSIGNED**  | **MARKS AVAILABLE**  |
| **Quality of Answers**  |  | **10**  |
| ❏ 1 mark available for each answer for questions 1-6 ❏ 2 marks available for each answer for questions 7-8 ❏ Answers were informative ❏ Answers showed understanding of the industry ❏ Enough detail was provided ❏ A clear link is established between questions  |
| **Research**  |  | **3**  |
| ❏ Quality business research conducted ❏ Majority of sources are Canadian ❏ Proper number of sources ❏ Proper use of APA citations  |
| **Grammar and Flow**  |  | **2**  |
| **Formatting**  |  | **5% Deduction**  |
| **TOTAL**  |  | **15**  |