

## ASSIGNMENT

1.As the owner of a new fast-food enterprise seeking a loan from a bank to finance the construction and operation of three new store locations, you have been asked to provide the loan officer with a brief analysis of the competitive environment in fast-food. Draw a five-force diagram for the fast-food industry and briefly discuss the nature and strength of each of the five competitive forces in fast food. Do whatever Internet research is required to expand your understanding of competition in the fast-food industry and do competent five-force analysis.

2.With regard to the ice cream industry, which of the following factors might qualify as possible driving forces capable of causing fundamental change in the industry's structure and competitive environment?

- a. Increasing sales of frozen yogurt and frozen sorbets
- b. The potential for additional makers of ice cream to enter the market
- c. Growing consumer interest in low-calorie/low-fat/low-card/sugar-free dessert alternatives
- d. A slowdown in consumer purchase of ice cream products
- e. Rising prices for milk, sugar, and other ice cream ingredients