

Homework #1  
406.306 Management Information Systems  
Fall, 2007

Due Date: March 27, 2006

1. Choose one particular company (e.g., using annual reports or business publications like the Financial times, Business Week) and analyze it according to Porter's competitive forces model (give at least one example per competitive force).
2. Visit amazon.com. Explain its value proposition and revenue model. Find competing sites in this category and assess how they differ from amazon.com. What is amazon's competitive advantage?

*Submit your answers in MS-Word or PDF format via email to the instructor cc TA.*