Assignment 3 (5 Points) Saturday due 08-Apr-2023
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Step 3 - Ch 5 - Using Porter's 5 forces model & Competitor Analysis

Instructions: do all 5 requirements

Requirement 1:   **Section number: No.5**
Group number: 4
Students' names:
- **Mohammad Ibrahim AbuAmara**
- **Hala said Salman**
- **Ruqaia Hasan**
- **Zaid Alaa Snounou**
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- **Akef Al Shiyyab**

Requirement 2:   **Name of your proposed company Squad**

Bargaining power of *Buyers* (they buy your product from you) (0.5 point)	Low threat 1	**2**	3	4	High threat 5

Users can still use services the old way ;without the flexibility of choosing multiple service providers that are integrated with each other, hence, there is a low threat when going to another service provider, they already pay for it either way but just get different integrations or a single integration without the automation of groups and security.

Bargaining power of *Suppliers* (you buy from them what you need for your product) (0.5 point)	Low threat **1**	2	3	4	High threat 5

Suppliers have no to very minimal threat since the platform is independent from providers; those suppliers have to exist on their own in the first place before the platform does an integration, as users can provider their own provider preferences, and the platform just provide the integration between multiple user provided providers (as well as automating other independent services that the platform provides).

Rivalry among existing firms (are there many competitors? How will that affect you?) (0.5 point)	Low threat 1	2	**3**	4	High threat 5

There is rivalry among the online collaboration industry (Google, Microsoft, …, etc), and other service providers that can be integrated with the platform. However, these services can still be used inside the platform without it affecting the platform, hence, negligible effect of rivalry. Moreover, the development of these services are not in the hands of the platform, so the development of the platform highly depends on how much integration it can do, and how well it can do it.

Threat of *Substitute* (what can customers buy if you don't exist) (0.5 point)	Low threat 1	**2**	3	4	High threat 5

As said above, substitute services can be used independently and can be used in the platform, so, customers have the flexibility of deciding to manually integrate these services together (do a hacky solution) or buy a whole suite of service(s) provider(s). Using Squad automate these processes as well as manage it on the users behalf to provide more secure integrations and better group management and collaboration.

Threat of *New entrants* (is it easy for other companies to copy you?) (0.5 point)	Low threat 1	2	**3**	4	High threat 5

It is easy in a sense to copy the same concept of the company, since it just provides a management tool for integration of multiple services and multiple service providers. But companies that copies this concept needs more time and resources to do the same work and get caught up, moreover, competitors (Google, Microsoft, …, etc) already have established service that compete on its own and since there is already rivalry between these competitors they don't want to integrate with each other but rather be better.

Requirement 4:   Apply competitor analysis in the table below

	Your company	Competitor *(or current substitute consumers are using)*
Name	Squad	Google Workspace
Product or service description	Integration and group automation platform to provide flexibility for customers in collaboration	A.K.A G-Suite is a Google based service that provides customers with different tools to collaborate and share information (G-mail, Drive, …, etc)
Special features (0.50)	Integration with different service providers (Google, Microsoft, Zoom, Figma, Canvas, …, etc) Hierarchical-based group automation and permissions	Google resources (employees, data centers, …, etc), security, and other Google-based advantages. Integration with exclusive high-end AI services.
Benefits (or solution) to customers (0.50)	Flexibility in choosing a service provider. Automation for permissions and groups.	Custom domains for emails. High level of security (used by the US department of defense)
Price (0.50)	0 USD per user/month	12 USD per user/month
Where is the product bought? (Website, App, instore, onsight? (0.50)	Website/App	Website/App
After sale service (0.50)	free	Included with the price

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