**Week 1**

Identify an organization that could benefit from the application of the I/O Model of Above-Average Returns (Figure 1.2 on page 15 in the textbook).

* Follow the five steps to justify your answer.
* Do not use Apple or Walmart in this exercise.
* Be sure to incorporate the relevant vocabulary or terms from the chapter and give us the "why".

Post:

The company I have chosen that could benefit from the I/O model of above average returns is the company that I work for, Chrysler AKA FCA. Following the I/O model of above-average returns, some of the external factors that come into play are the government and EPA regulation and the economy. A portion of the industry with a high potential for above-average returns is the industry's electric vehicle (EV) portion. FCA is building on technology over the past decade on EV automobiles and is tapping into their most profitable line up the Jeep Wrangler, by offering an EV Jeep Wrangler. FCA is a world organization and has many different allies worldwide, including Fiat, Maserati, Alfa Romeo, Chrysler, Ram, Lancia, and more, offering many opportunities for technological advancements. The merger with Peugeot offers even more minds working together, a more significant portion of automotive sales worldwide, and a more substantial manufacturing infrastructure. The union could help build on the technology for all the brand names involved by using its strengths and expanding its market base worldwide, focusing on Europe, South America, and North America.

Thanks for reading, Best regards,