In this activity, you will research the Southwest Airline Company and write a two page paper. Use at least two (2) scholarly sources with in-text citations supporting your essay. Don't forget to include a cover page, introduction, body, and conclusion for your essay. Review the company’s information from its website and search for information regarding the below. Respond to the following in an essay format: (1)From your assessment of Southwest Airlines, identify and describe in detail at least one of Porter's generic competitive strategies Southwest has been using. (2)Assess Southwest’s opportunities and threats. (3)Describe a plan for implementing at least one opportunity strategy. (4)Explain two current threats that potentially could threaten Southwest's business operations. Now that you’ve identified one of Porter’s competitive strategies and assessed Southwest’s opportunities and threats, describe at least one recommendation for Southwest to be more competitive in a global market.