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1. As the case study presented, Boyd yro Media is small scale business that manufactures ceramic pots, the company was threatened by huge corporations who imported and distributed terracotta planters, thus causing a decline in their revenues. This pushes her to make a major decision to move into a new market.

Decision making and problem solving are ongoing processes of evaluating situations or problems, considering alternatives, making choices, and following them up with the necessary actions. There are various types of decision-making process but I will be using SWOT Analysis. SWOT can be utilized as a generative exercise, or be developed more thoroughly to form the basis of a broader strategic exercise. SWOT quickly identifies both internal and external factors that are either favorable or unfavorable to the decision-making process, uncovering potential positive and negative factors to aid in analysis. This process helps break the situation into four distinct quadrants, which are Strengths, Weakness, Opportunities and Threats.

* Strengths – List out the things your company does better than its competitors. Include strengths that are both internal and external.
* Weaknesses – Think about all the areas in which your company could improve. Why are you losing sales? What behaviors are hurting business? What are the weaknesses you can’t see from inside the organization?
* Opportunities – Look at your strengths and ask yourself if those open up any potential opportunities for your business. And conversely, look at your weaknesses. Can you create new opportunities for your company by eliminating any specific weakness?
* Threats – Figure out the challenges that stand in the way of your goals. What common mistakes have your competitors made? How’s your cash flow? What are the primary threats to your business?

For us, the case study mentioned the following:

* Boyd’s media Strength – Brand awareness, the equipment, the 56,000-square foot facility and employees who knew ceramics.
* Weakness – Huge corporations had head starts in the new market.
* Opportunity – versatileness with the high-technology used in making ceramic pots and applying it to a new area (market), period of time it takes competitors imported goods to arrive.
* Threats – The huge corporations that beat her to the market.

1. Sales play a pivotal role in any organization. This is what they call measureable success. Another important role of sales is connecting the customer’s needs to the products and service that a business offers. Sluggish sales growth can put a company in bankruptcy. Yet business owners aren’t aware of why their company is failing. That’s why it’s important to understand every piece of the sales process. Sales performance results from different factors in the business, like the marketing strategy, the product or service, the market etc. however, no matter how hard you try to keep the business as smooth as possible to get great sales performances, there could still be overlooked issues having a direct impact on revenues. Some reasons behind a decline in sales are as follows:

* Not paying attention to customer’s needs.
* Poor working conditions.
* Not paying attention to the competitors.
* The product or service has no unique value proposition. Etc.

Listed above are reasons why revenue declining happens and YES, declining revenues is a symptom of a problem because decline in revenue doesn’t happen on an immediate strike, it is a gradual process due to the sum up of different problems.

1. Recognition of problems is critical for small, medium and large scale businesses but when it comes to small scale businesses, it is a long run filled with unexpected hurdles. It is a lifestyle of constant tension and pressure but when rightly managed, there is an enormous reward waiting ahead. Small scale businesses are usually faced with lack of funding, limited machineries and equipment, government policies, lack of medical or insurance care for employees, limited market shares, limited product line due to the small decision-making body, lack of trained employees etc.