1. Firstly, Decision-Making Process is a set of eight steps that begins with identifying a problem and decision criteria and allocating weights to those criteria. This is followed by developing, analysing, and selecting an alternative that can resolve the problem; implementing the alternative and evaluating the decision‟s effectiveness. This process is as relevant to your personal decision about where you will take your summer vacation as it is to a corporate action such as new programmes into the curriculum of a university. The process also can be used to describe both individual and group decisions.

Boyd`s could have used the decision makig process to help her make this decision ,they consist of the following eight steps: Step 1 Identifying a Problem Step 2 Identifying Decision Criteria Step 3 Allocating Weights to the Criteria Step 4 Developing Alternatives Step 5 Analysing Alternatives Step 6 Selecting an Alternative Step 7 Implementing the Alternative Step 8 Evaluating Decision Effectiveness

1. Declining revenues is a problem or a symptom of a problem because Revenues decrease for any number of reasons. Manufacturing or delivery problems result in reduced product availability. Consumer tastes change and demand for your goods declines. Economic conditions force consumers to spend less on discretionary purchases. Staff changes adversely affect your ability to sell as much of the product. All of these factors can play a role in revenue slippage.declining revenues affects supply, demand and workforce
2. I agree with Boyd`s assertion that being able to recognize a problem is critical epecially for small business because you will be able to know whats wrong in a business and come up with solutions inorder to generate more profits and make the business grow and develop, also in other to be able to recognize a problem you will need to keep up with market through continuous market research Otherwise you run the risk of making business decisions based on out-of-date information, which can lead to business failure ,and once a problem is found you have to be very effective at Problem solving and once a problem is solved you will need to Plan ahead because The plan that was successful for you a year ago isn't necessarily right for you now. Market conditions continually change, so you need to revisit and update your business plan regularly inorder to make a small business successful .