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**COURSE CODE: BUS 410**

**COURSE TITLE: CORPORATE PLANNING**

**Question 1**

Boyd could have used the decision making process to help make a decision for the business by

1. Identifying the problem: The problem with Boyd media was that it was not making money and it was losing its market.
2. Identifying decision criteria: identifying the decision criteria entail making a decision about what most important to the organization. In boyd yro case she had a big factory, employee who know about the ceramics and raw materials.
3. Allocating weight to the criteria: another decision making process is the allocation of weight to criteria which means giving priority to the most important things. In Boyd yro case the allocation of weight could start from the raw material, factory and employee.
4. Developing Alternatives: Developing alternatives means finding a solution to the problem. In the case of boyd yro it means finding a solution to the problem of loss of revenue.
5. Analysing alternatives ; the analysing of the alternative means scrutinizing the solution and also finding the strength and the weaknesses of the solution.
6. Selecting an alternative: After all the analysing of the alternative have been done, the next stage is selecting from the alternative. In the cas of boyd they selected they moved into high tech ceramics application.
7. Implementing the alternatives: the next stage is the implementation of the selected alternative by the business
8. Evaluating decision making effectiveness: This stage just entails evaluating the decision making effectiveness of the selected alternative to see if it was effective in solving the problem of the organization.

**Question 2**

Declining revenue is a problem and not a symptom. In boyd yro declining revenue was a problem because they couldn’t function at full capacity. Declining revenue is a problem for the organization because it can’t function well and declining revenue means the organization will start to collapse and the input will not be enough. Declining revenue is bad for the organization.

**Question 3**

Yes I agree with boyd assertion that being able to recognize a problem is critical for small businesses. Recognizing a problem is important in any business but it is critical in small businesses because in small businesses you have a limited amount of money to use to start the business and when the business is starting the finding of a problem is very critical to the survival of small businesses. Small businesses don’t have the luxury of fighting trough a problem for a long while because there is a limitation of cash no it is critical for a small business to recognize a problem early.