1. Boyd made this decision through the realization of huge ceramic glazed pots was not bringing the amount of financial success that she had been anticipating due to the competition from huge corporations in her business so she had to go back to the drawing board to analyse what her business was lacking and how she could improve on it by identifying the problem and realizing the decisions that had to be made and gathering the relevant information that was needed to make this change herby hiring consultants to help research analyse the market to find out why her business was lacking and also help to find out different alternatives so as to proofer solutions to help them get back on track, and looking at the alternatives presented to her she would have weighed the information or evidence to see the potential wins and losses if she was to pursuer those alternatives and at the end decide to choose among the alternatives presented to her and thereby taking action to develop a project plan to achieve a growth in her business and at the end or during the project planning stage will revile if that alternative chosen is the best or a different one is better.
2. Declining revenue is both a symptom of a problem and a problem because the decline shows that expectations are not being met in the business and there would be a reason for that showing either that there could be competitors encroaching on your market shares or your business isn’t targeting the right market which if a decline continues could lead to a desolation of the business.
3. Boyd’s assertion of recognizing a problem in small businesses is important because if you don’t find a problem and it keeps festering it could cost you quite a sum of money, customers, goodwill in your business and also the failure of the business because small businesses aren’t like huge corporations with a lot of money to spend or loose so you have to be rally inquisitive in your business so they can be sustained and not fail.