Problem: Decision on University you want to enroll

**1. Intelligence Phase**

* **Define criteria:** Identify key factors that matter to you, such as:
  + Tuition fees
  + University reputation
  + Faculty quality
  + Facilities
  + Job opportunities after graduation
* **Environmental scanning:**
  + Research universities online (web access)
  + Contact universities via phone
  + Benchmark different universities against each other

**2. Design Phase**

* **Set up three alternative universities**
* **Analyze these alternatives** based on your personal situation, preferences, and constraints (e.g., financial capacity, location, career goals).

**3. Choice Phase**

* Compare and select the best alternative based on your analysis.

**4. Implementation Phase**

* Enroll in the chosen university and begin your studies.