**UNIVERSITY**

**EGERTON**

**FACULTY OF SCIENCE**

**DEPARTMENT OF COMPUTER SCIENCE**

**JAMES MUMO MUTISYA**

**REG. NO: S13/03615/20**

**PROGRAMME: BSc. COMPUTER SCIENCE**

**UNIT: COMP 436**

**DECISION AND SUPPORT SYSTEMS**

**DATE: 31ST JAN 2024**

Discuss the importance of redesigning decision making process to the long term survival of business entities.

Flexibility

On decision making it allows organizations to respond to emerging weaknesses, threats, opportunities and strengths ensuring sustained competitive.

Enhances Creativity and Innovation

well-structured decision-making process supports a culture of innovation and creativity within the organization environment. It aims at an environment where employees feel empowered to air out their ideas and take planned risks. Innovation is critical for long-term survival, also helps businesses to be ahead of the competition and meet the upcoming customers’ needs

Decision Making process is based on data

The process involves integrating business intelligence tools and data analysis. This use of real data on decision-making enables organizations to arrive onto results based on accurate and real-time information. Use of data enhances the assurance of decision-making, lowers risks, and supports long-term strategic planning.

Improved Strategic Planning

A well Structured decision-making process empowers strategic planning and assures that decisions meet the organization long-term goals and vision. Decision-making and strategic objectives alignment helps in creating a way for the future and provides a clear direction towards stead growth.

Adaptability

As the business environment is dynamic and frequently changing. Redesigning the decision-making process enables businesses to be adaptable to the arising changes in the regulations, market ,consumer preferences and technology.

Customer-based Approaches

Businesses need to understand and meet customer requirements for competitiveness and in thriving the long term. The Redesigning decision-making process containing a customer- centric/based approach ensures that decisions align with customer expectations, needs and preferences. To meet the success and survival of a business ,businesses’ needs the customer satisfaction and loyalty is required.

Risk Management

For the purpose of Long-term survival, businesses requires effective risk management. Redesigned decision-making processes involve the evaluation of potential risks and the development of strategies to minimize them. Proactive risk management makes sure that businesses can be able to predict uncertainties and challenges hence planning for them before becoming existential threats.

Agile and Efficient Operations

Redesigning decision-making processes entails the streamline of the workflows and eliminating unnecessary protocols. This leads to agility and efficiency within the organization environment hence leading to faster response times and good resource utilization. Agile operations are critical for adapting changes at the business environment and striving to maintain a competitive edge.

The redesigning decision-making process remains important for businesses to remain resilient, creative and innovative, customer-oriented, and adaptive in dynamic and competitive environment, contributing to long-term survival and success.

References

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