Decision making 7 steps cycle:

1\_ define the problem and the opportunity: in this step the sales department reported that the sales is decreasing in last month and that because new competitor on the market (problem).

2\_ Information gathering: the data will be gathered in 2 different levels:

A\_ customers: and that by surveys sending to their WhatsApp messages using their numbers also by the customers that come to the store directly to ask them about their favorite flavors and what kind of dessert would love to be add in the menu.

B\_ the competitor: and that by see the reason of success and what special that provided to the customers. also what kind of Deseret that the competitor sell.

3\_ analysis for these data: in this steps we start analysis the data and see the gap between our products and services with the customer's desires. And create a report for mangers to take the decisions based on it.

4\_select best option: in this step the solutions will come up and the managers will look for it in the analysis report that made by the IT and Business departments. So the solution will be as following:

a\_ trying to come up with new product: and that will be sending the best employee to having more experience of the dessert in Italy and trying to get some new techniques that qualify him to come up with new report (by mixing the flavors of the Italian flavors and the old flavors.

B\_ promoting to the new products: getting a professional and famous Michelin stars dessert chef for promoting to the new products.

C\_ changing the decoration.

The choosing is mixing the a and b solution by getting the pro chef and trying training our staff to be able to getting new product.

5\_ plan for the implementation: in this steps the managers plan as follow:

A\_ contacting the pro chef and decide the chef.

B\_ trying to reach a deal with him (the cost of money that he would got).

C\_ trying to covering his resident in the country.

D\_ meeting him in the store.

H\_ having the training for our staff.

E\_ promoting for the new products.

K\_ set a risk plan and roadmap.

6\_ implementation the plan: in this step we start to implement the plan.

7\_evaluate the result: evaluate the result of the plan on the sales and the statistics also access the satiation. If it's working great we start build on it if it's not we start looking for the weakness and fix it.