MSIS 638

Case0

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1. The decision made by a person or organization:

Ans: Steve Jobs had transformed Apple’s business policies and market from computing company into a consumer product company. Releasing iPod which were hit the target markets of public because there are many potential music users. At the same time, he has also integrated other products to achieve standardization, such as Mac.

1. Who was the decision maker?

Ans: Steve Jobs, The co-founder, chairman and CEO of Apple Inc.

1. The logic may behind this decision:

Ans: The home computing market Apple used to focus had become saturated. On the other hands, Apple wanted to develop new streams of revenue by offering customers more convenience and portable products.

1. What data did the decision maker used to make the decision?

Ans: The data of Mac selling in domestic i.e., How many home desktop and other desktop they sold and portable devices market i.e., How many competitors they have and what is the target demand.

1. Do you think the decision maker made a rational decision? (elaborate)

Ans: Yeah, in my point of view, Steve Jobs has made a rational decision through breaking the status quo to solve Apple's current crisis. Transforming the current business model into a multidimensional one. Solved the issue of product simplification while creating new revenue streams.

From iPhone to iPad, Apple has successfully opened a consumer products market as an outstanding one.

1. Will the make the same decision in the same situation?

Ans: Yeah, I will make the same decision as Steve Jobs while the Apple Inc. was encountering a period of stagnation at that moment. Innovation and breakthroughs also play an important roles of decision-making to make business and strategies diversify.