

- Plan
 - A decision to buy a laptop that suits our need, desires and match our budget
- Prepare
 - Along with needs, budget is the most important part of laptop buying decision, say we decide to spend only Rs, 20,000 ~ Rs. 25,000, with EMI Option of 6 months to be paid by available Credit Card
- Process
 - Identifying our needs and desires in a laptop that we seek ~ slightly considering budget, say we look for a light weight laptop that is small in size and good for a normal routine work like surfing web, opening files and creating Excel. Word, PowerPoint files
- Analyse
 - Analysing type of laptop that would meet our needs, desires and budget.
 - Light weight and small sized laptops usually come without graphic cards (given our needs we don't need a graphic card)
 - Given our budget. Brands like, Lenovo, Asus, MSI can be chosen, say we choose Lenovo, provided they have wide range of thin and light laptops,
 - Further narrowing down to the range of our budget will be 'Chromebook'
 - In the range of Chromebook, we choose the one with specifications as 18GB RAM, 256 GB Storage. MediaTek kompanio 520 processor and 250 nits screen, 1.4 kg light weight and 14-inch small size.
- Share
 - Now that we've finalized the laptop that we prefer to purchase
 - We look for places to purchase it through like ~ Croma, Reliance Digital, Brand Authorized dealer, Lotus electronics and e commerce websites like Amazon, Flipkart, Brand website
 - In order to filter the best deal available to us
 - In the given case, one would find the best deal in Flipkart ~ Ecommerce platform priced at Rs. 20,990
- Act
 - We check the buying options, delivery date, enter our details and finally Buy it!