

- Following the consideration of all choices provided, this step is all about selecting the finest option. Mikala Eagle, in this case, study of Soaring Eagle Company, should choose to continue running his business by focusing solely on skateboards and buy William's ownership share so that he can focus on his business without being distracted by others, rather than selling other types of equipment, because it scored highest on the criteria identified, which our expertise, knowledge, and target market.

Implementing the Alternative

- Managers begin to put the decision into action in this step by communicating the decision to those who will be affected by it and obtaining a commitment to it. Mikala Eagle must reassess his business in this case study if any changes occur, whether or not they are beneficial.

Evaluating Decision Effectiveness

- Managers must analyze the outcome after the alternative has been adopted in order to determine if the problem has been solved in this final step. Mikala Eagle must monitor if his firm is profitable or losing money in this case study after deciding to execute the alternative, which is to focus the business completely on skateboarding while learning from past failures.

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