

Case study_ LabIT



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You are an entrepreneur of a clothing manufacturing company "LabIT". You have decided to launch into e-commerce, but you have to choose among the companies in the sector that can offer you this service. You must therefore analyse the companies' offers and choose which one will meet your expectations, selling your product well.

The investment you have to make is very high, you have time to decide, but you are under pressure because the competition is occupying the market.

Now that you have identified your goal, you need to evaluate the type of decision making process you will use. Remember that it is important to involve your team.