

Routine and Unique Decisions

There are generally two types of decisions we make in our personal lives. Businesses make the same two kinds of decisions.

Routine decisions are repetitive and well structured with pre-determined decision rules and require very little thought.

Unique decisions require thinking and are “custom-made” for the particular instance where there are no pre-determined decision rules.

Routine decisions, such as when to restock an item in a store or what products are not selling can be automated in a computer program or as an operation or process that is always the same. Routine decisions do not require management attention.

Unique decisions such as when to run a special sale or which vendor to order from require management attention and should be based on sound Marketing Information.

Many sources of information are available to aid managers in making good business decisions. Internal sources of information may include customer records and sales information, production and operations reports and performance information. External information may include government reports, trade and professional associations and business publications. The most widely used source of demographic data in the U.S. market is the federal government’s comprehensive statistics web site at www.fedstats.gov. You can also find demographic data such as the number of males aged 10-29 in an area at www.census.gov.

Routine Decisions- Personal

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- 2.
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- 8.
- 9.
- 10.

Routine Business Decisions relevant to your business/project.

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Unique Business Decisions relevant to your business/project.

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Unique Decisions- Personal

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Suggestions for the routine or automated response for each decision.

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Ideas for more information you need/want to help you make better decisions.

- 1.
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