**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 11**

**Homework – Apple case study write-up**

TASKS

1. Based on the work in the session, summarise the findings and option development for Apple (500 words). Justify your proposed development options.
2. Put applied models in an appendix to support your work.
3. Hand your work in for marking at the end of next session.