**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 9**

**Homework – Apple case study**

TASKS

1. Re-read the Apple case study (see Learning outcome 3, Activity 7).
2. Research recent company information from media reports and company’s own website – in particular plans and development for the future.
3. Make notes in readiness for case study activities on option development in the next session.