

Question 10 (10 marks) (see the video lecture)

- **Definition** – the stage in a business enterprise in which the firm successfully identifies the best alternative a set of fixed resources

- **Complexity** – this stage consists of several, often overlapping, sub-steps, a description of which can be found in section 4.4 of the textbook (please refer to the video of this chapter)

- **Realization** – the business whose complex resources are employed in realizing the solution as defined in the previous stage of the work, but the firm does not fully recognize the consequences of this response