Organizational Leadership

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**Hardware Shop Technology Decision Assignment**

1. ***Identify the decision***

I have decided to make use of website and social media for my hardware store.

1. ***Seek relevant information (and data)***

Globalization is the new norm, and I must embrace it with all the innovation and changes that it brings today’s economy. With the changes and stiff competition in today’s market, I must employ technology and media to remain competitive in the present market, given I started the business a long time ago now (Pinchbeck, 2019). Additionally, my business has the expertise offered by my son, who can give a hand with the marketing part of the business by bringing in the new technological advances.

1. ***Identify the alternatives***

I can also purchase a website for my business. It will run online and hire experts who have marketing knowledge to ensure that the business remains competitive in the market with other similar businesses. My son can also be hired and assigned the full responsibilities of rigorously marketing the business while employing the new technology and social media, which will widen and increase the market for the business. The skills learned from his schooling can help in this a lot. However, I could also decide not to take that step into technology and social media marketing and remain with the old traditional way of running the business.

1. ***Evaluate each alternative***

On the alternative of purchasing a website and hiring experts, it can be easier and convenient for me because I would only need to pay the experts and market the business online and social media without going through any trouble (Gleeson, 2019). If I assign my son the responsibilities, the business will benefit in two ways; first is that my son will work with a sense of ownership of the business and therefore, the business will progress under his help, and secondly, my son will provide his expertise regardless of him being hired in the business or not and therefore I do not have to spend on his payments. Finally, my business has been making profits without marketing on social media and using technology, and therefore I can continue to run as before without these strategies, and it will be just fine.

1. ***Choose among alternatives***

Of all the alternatives at my disposal, the best is employing my son’s skills acquired from school on marketing because he has the business’s best interests at heart and will make it more profitable. Therefore I will stick with hiring my son’s expertise.

1. ***Take action***

My son and I will agree on the responsibilities that he will take up in marketing the business on social media and using technology to expand the reach of the business. He will work both when he is around and when he takes up his new job. He will be part of the business marketing strategy.

1. ***Review decision and the outcomes***

My decision to choose modern technology of marketing on social media and online will be advantageous because, with the help of my son on the marketing strategies, the business will grow its market reach, which will bring in more money and profits. My son’s knowledge will help the business a lot, particularly on the modern technology strategies. Therefore this decision will be a very important and advantageous one in the long run. After all, the business has been profitable, and an addition of a very qualified figure will only better it.

References

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Gleeson, P., 2019. The Importance of Marketing for the Success of a Business. [Online] Small Business - Chron.com. Available at: https://smallbusiness.chron.com/importance-marketing-success-business-589.html