**RESPONSE TO THE STUDENTS**

**Students Name**

**Instructors Name**

**Course**

**Date**

**Response 1**

In every company established, there are objectives aimed at. Like the student says about Toys R Us company retail store being established in the years the 80s and 90s till 2000, I support this statement for its recorded the store is the largest, which was a success at that time before coming to file a case due to bankruptcy. Due to not implementing the right decision-making process in business transactions, they sell the company to investors to who the KKR group and debt assumption led. In the beginning, Toys R US-made profits but due to increasing in debts and selection of ineffective strategies in running the store, it made the company fall in 2005 for it faced competition from its neighbor companies such as amazon, which had outlined its both marketing strategies and analyzing the decision-making process that made it successful (Lim, 2016).

**Response 2**

There is always the leading company in every business field due to effective selection in the decision-making process. It agrees that the IBM company was leading back then in the 1980s when mainframes were dominating. It is ranked in the top 10 most companies with large net worth; IBM Company never gave other upcoming mini computer companies a chance to implement their concept and work together. Its downfall began. It decided not to develop its processor but rather chose a chip developed by other manufacturers and made it their own, for they were in a hurry, ending up being rejected by the digital operating system. By the time it managed to get into the market, it had to get help from other suppliers such as Intel processor, for its market position in personal computing had not succeeded. Due to the wrong marketing strategy, IBM Company got passed by Microsoft and Intel Company, who further made investments and recognized to be the first in dominating the computing world (Ashford, 2020).

**REFERENCES**

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