

Business Decision-Making Framework



The statements below are taken from the 2006 Corporate Responsibility Report. In your opinion why are these values important to the RBS Group?

- What kind of questions might the RBS want the community to answer in order to make a good business case for opening a branch at New Deer? Write a list of questions which you want the residents to answer.

For example:

How many residents are there? How many used to bank in the town? Where do they bank now?

- What costs would be involved to keep a bank open on the high street? Find out what the overheads might be.
- To help you decide whether or not you would open a new bank at New Deer complete the following categories from The Business Decision-Making Framework.

Identify the problem or need

Research into the problem and note possible solutions

Suggest solutions



Advantages/ disadvantages of each idea

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Select a possible solution to the problem and justify your choice

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