

Thinking like a business student

Scenario A small café notices lunchtime sales have dropped in the last 2 weeks.
What might be happening?



What do you think is happening in the café?



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| Problem | Customers | Complaints |
| Menu | Timing | |

What would you want to know to understand the problem better?



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| Numbers | Opinions | Trends |
| Costs | Competition | |

What skills help you understand and solve problems like this?



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| Reading | Notes | Thinking |
| Information | Comparing | |