

TABLE F.19: Payoff Matrix For Muscle Toner Athletic Club

Decision Alternative	State of Nature			
	Low Demand	Medium Demand	High Demand	No Change
Do nothing	\$5,000	\$10,000	\$20,000	\$0
Moderate expansion	\$10,000	\$30,000	\$70,000	−\$20,000
Large expansion	−\$20,000	\$60,000	\$100,000	−\$50,000
New facility	−\$40,000	\$90,000	\$160,000	−\$100,000