

**TABLE F.29:** Payoff Matrix for Sunshine Health Club

Service Features	Demand		
	Low	Moderate	High
Swimming Pool	−\$60,000	\$30,000	\$100,000
Running Track	\$10,000	\$25,000	\$55,000
Child-care Center	\$22, 000	\$32,000	\$45,000
Indoor Basket Ball court	−\$20,000	\$22,000	\$48,000
Sauna	−\$15,000	\$5,000	\$17,000
Food Court	−\$35,000	\$15,000	\$75,000