

Sassy

Sassy, a partnership between fashion designers, produces clothes for teenagers. Capacity utilization is very high. The partners are considering some strategic changes. After conducting research, they presented three options and outlined the costs and expected revenue. They also predicted that the economy would either improve or stay the same. The probability of the economy staying the same is 0.3.

The options, costs and expected revenue are given below:

Table 1: Information relating to the three strategic options for change.

Options	Costs	Expected revenue
Option 1: Increase production capacity	\$200 000	\$300 000 (economy improves) \$250 000 (economy stays the same)
Option 2: Dissolve the partnership and sell Sassy's brand name to a competitor	Not applicable	\$150 000
Option 3: Become a private limited company and: (a) Stay with the current product range and production level OR (b) Develop a new product range of children's clothes.	\$150 000 (legal costs) No additional costs \$170 000 additional cost	Not applicable \$220 000 (economy improves) \$170 000 (economy stays the same) \$550 000 (economy improves) \$450 000 (economy stays the same)

(a) Describe one disadvantage for an organization of operating at high-capacity utilization.

[2]

(b) Construct a fully labelled decision tree and identify the best option for Sassy (show all your working). [6]

(c) Explain one limitation for Sassy of using a decision tree as a planning tool. [2]

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