

The marketing department of the King Marine Co. has been allocated funds to increase their budget for an upcoming boat show. The department manager has asked the staff to determine which class of their products should benefit from additional advertising. The staff has determined that the pertinent states of nature are low, moderate, and high unemployment and have established the following payoff matrix. Assuming an optimistic slant to the staff report, which product category should be recommended?

## ***DECISION BOAT SHOW***

	UNEMPLOYMENT		
CATEGORY	Low	Moderate	High
Fishing boat	35	25	10
Speedboat	55	25	15
Cabin cruiser	40	25	25
Do nothing	0	0	0