**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 10**

**Decision trees at Fashionista**

*In groups:*

Create a decision tree based on the following options:

1. Do nothing
2. Improve customer service and distribution
3. Update existing stores
4. Increase capacity and quality in production and investment in new machinery
5. Launch an online market presence
6. Develop new stores.