**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 12**

**Nestlé – Selecting options and risk management HOMEWORK**

*Working in your Nestlé activity groups:*

**Selecting options: Nestlé in Society**

In Activity 8, you developed options for Nestlé. Use these for the following task:

1. Evaluate each one for suitability, acceptability and feasibility – building a scoring mechanism.

2. Use a decision tree – indicating probabilities of success and likely return (investment appraisal considerations may help).

3. Identify other intangible benefits of the options (cost-benefit).

4. Recommend a strategy.

*Working in your Nestlé activity groups***:**

Consider Risk management for Nestlé in Society

1. With reference to the Impact and Probability matrix (page 97 of your study guide), how would you evaluate the risk profile of your recommendation?

2. What strategies could you adopt to deal with the risks?