**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 9**

**Scoring options at Fashionista**

**Scenario: Fashionista**

The high street retailer Fashionista has confirmed its goals for growth over the next five years.

Operational goals: Using its existing high street presence, it aims to increase its forecasted sales from $30m to $45m over the five year period.

Strategic goals: There is a major strategic initiative to develop an online presence. Predicted turnover goals including operational and marketing activities in the stores are $60m.

*In groups:*

Use the Fashionista scenario and options developed in the previous session to score options for the company’s:

1. Production options
2. Service options.