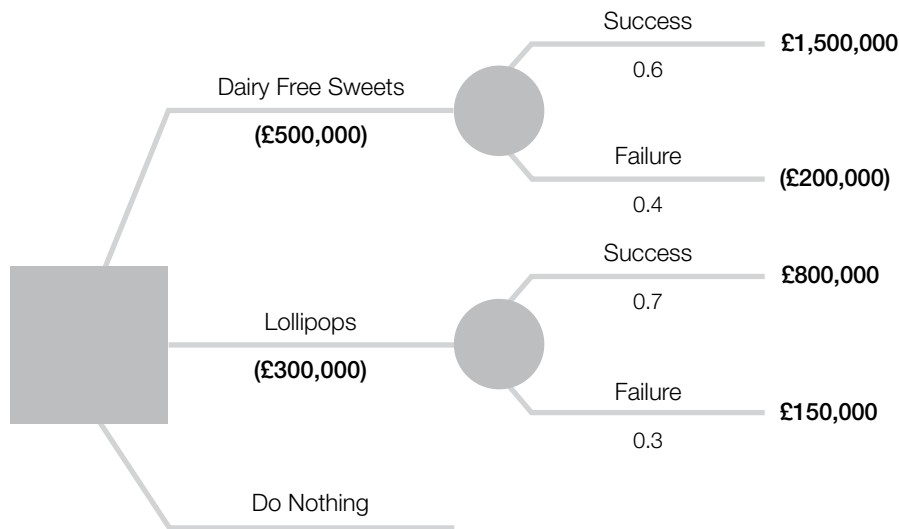


Extract A

Maxons

Maxons is a sweet manufacturer located in Sheffield. Maxons produce a range of sweets, including old fashioned boiled sweets, bonfire toffee and sherbet. The owners of Maxons are looking at two options in order to increase profits. One option is to manufacture a range of dairy free sweets to target the growing plant-based and vegan market. The other option is to produce a range of lollipops. A decision tree showing the estimated costs, sales and probability of sales of both options has been constructed by the business owners.



- 1 Using the data from Extract B and the net gain of both options, assess the value of decision trees as a method of deciding which option to proceed with for a business such as Maxons.

(12 marks)

More space to write on next page

