DECISION GRD Summer Fail Writer Spring Summer HOURS 0								
HOURS Image: Constraint of the second of the s	DECISION GRID			Summer	Fall	Winter	Spring	Summer
All day opening 0 or 1 1 = open 3pm to 7pm 0 0 PRODUCTS & PRICES Drinks margin 00% to 79% 60% = chappest 65.0%		1		Pre game	Q1	Q2	Q3	Q4
PRODUCTS & PRICES Product of the price of t								
Drinks margin 60% to 75% 60% = chaspest 65.0% Image of beers 1.2.3.4,5 1 = limited,5 = otherapeet 2 Image of other drinks Image other drink Image of other drink <t< td=""><td>All day opening</td><td>0 or 1</td><td>1 = open 3pm to 7pm</td><td>0</td><td></td><td></td><td></td><td></td></t<>	All day opening	0 or 1	1 = open 3pm to 7pm	0				
Range of beers 1, 2, 3, 4, 5 1 = limited, 5 = extensive 2 1 Range of other drinks 1, 2, 3, 4, 5 1 = limited, 5 = extensive 2 1 1 Food margin 60% to 75% 60% = cheapest 65,0% 1 1 Size of menu 1, 2, 3, 4, 5 1 = limited, 5 = extensive 2 1 1 Quality of food 1, 2, 3, 4, 5 1 = limited, 5 = extensive 2 1 1 Evening food? 0 ort 1 = yee, 0 = no 1 </td <td>PRODUCTS & PRICES</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	PRODUCTS & PRICES							
Range of other drinks 1, 2, 3, 4, 5 1 = limited, 5 = adensive 2 1 Food margin 60% to 75% 60% = cheapest 65.0% 1 1 Size of menu 1, 2, 3, 4, 5 1 = invited, 5 = adensive 2 1 1 Quality of food 1, 2, 3, 4, 5 1 = invited, 5 = adensive 2 1 1 Guest room rate 8 per room 0 1 1 1 Staff numbers 3 to 1 no as at peak times 5 1 1 1 GAMES 9 0 1 2 1 1 1 Food tables 0, 1, 2, 3 no of tables 0 1 1 1 Pool tables 0, 1, 2, 3 no of tables 0 1 1 1 Pool tables 0, 1, 2, 3 no of tables 0 1 1 1 Pool tables 0, 1, 2, 3 no of dables 0 1 1 1 Dart boards 0, 1, 2, 3 1	Drinks margin	60% to 75%	60% = cheapest	65.0%				
Food margin 60% to 75% 60% - chappest 65.0% Image: Constraint of the second of	Range of beers	1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				
Size of menu 1.2.3.4.5 1 = limited, 5 = oxtensive 2 1 1 Quality of food 1.2.3.4.5 1 = waki, 5 = oxtensive 2 1 <	Range of other drinks	1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				
Size of menu 1, 2, 3, 4, 5 1 = limited, 5 = extensive 2 1 Quality of food 1, 2, 3, 4, 5 1 = extensive 2 1 1 Guest room rate S per room 0 1 1 1 Guest room rate S per room 0 1 1 1 1 1 Staff numbers 3 to 10 no.s at peak times 5 1 <t< td=""><td>Food margin</td><td>60% to 75%</td><td>60% = cheapest</td><td>65.0%</td><td></td><td></td><td></td><td></td></t<>	Food margin	60% to 75%	60% = cheapest	65.0%				
Evening food? 0 or 1 1 = yes, 0 = no 1 1 1 Guest room rate \$ per room 0		1, 2, 3, 4, 5	1 = limited, 5 = extensive	2				
Evening food? 0 or 1 1 yes, 0 = no 1 Image: Constraint of the second sec	Quality of food	1, 2, 3, 4, 5	1 = awful, 5 = excellent	2				
STAFFING Staff numbers 3 to 10 no.s at peak times 5		0 or 1	1 = yes, 0 = no	1				
STAFFING Staff numbers 3 to 10 no.s at peak times 5								
Staff numbers 3 to 10 no.s at peak times 5 1 Pay per hour \$9.50 to \$15 9.50 1 CAMES 9.50 1 1 Pool tables 0, 1, 2, 3 no. of tables 0 1 Pool tables 0, 1, 2, 3 no. of boards 0 1 Part boards 0, 1, 2, 3, 4 no. of machines 0 1 Fruit machines 0, 1, 2, 0° none, 1° some, 2° lots 0 1 1 ENTERTAINMENT 0 0 1 1 1 TV Sport 0, 1, 2 0° none 1 1 1 Loud music 0, 1, 2 0° none 1	Guest room rate	\$	per room	U				
Pay per hour \$9 50 to \$15 9.50 Image: constraint of the second secon	STAFFING							
GAMES Out of tables O. 1, 2, 3 no. of tables O Image: Constraint of tables	Staff numbers	3 to 10	no.s at peak times	5				
Pool tables 0.1.2.3 no. of tables 0 Dart boards 0.1.2.3.4 no. of boards 0 1 Fruit machines 0.1.2.3.4 no. of machines 0 1 Fruit machines 0.1.2.3.4 no. of machines 0 1 ENTERTAINMENT 0.1.2 0 = none, 1 = some, 2 = lots 0 1 Quiz nights 0.1.2 0 = none 0 1 Loud music 0.1.2 0 = none 0 1 Live bands 0.1.2 1 = occasional 0 1 1 Karaoke 0.1.2 2 - regular 0 1 <t< td=""><td>Pay per hour</td><td>\$9.50 to \$15</td><td></td><td>9.50</td><td></td><td></td><td></td><td></td></t<>	Pay per hour	\$9.50 to \$15		9.50				
Pool tables 0.1.2.3 no. of tables 0 Dart boards 0.1.2.3.4 no. of boards 0 1 Fruit machines 0.1.2.3.4 no. of machines 0 1 Fruit machines 0.1.2.3.4 no. of machines 0 1 ENTERTAINMENT 0.1.2 0 = none, 1 = some, 2 = lots 0 1 Quiz nights 0.1.2 0 = none 0 1 Loud music 0.1.2 0 = none 0 1 Live bands 0.1.2 1 = occasional 0 1 1 Karaoke 0.1.2 2 - regular 0 1 <t< td=""><td>GAMES</td><td>]</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	GAMES]						
Dart boards 0, 1, 2 no. of boards 0 Fruit machines 0, 1, 2, 3, 4 no. of machines 0 Fruit machines 0, 1, 2, 3, 4 no. of machines 0 ENTERTAINMENT 0, 1, 2 0 = none, 1 = some, 2 = lots 0 0 Quiz nights 0, 1, 2 0 = none 0 0 0 Loud music 0, 1, 2 0 = none 0 0 0 0 Live bands 0, 1, 2 0 = none 0		0, 1, 2, 3	no, of tables	0				
Fruit machines 0, 1, 2, 3, 4 no. of machines 0 ENTERTAINMENT TV Sport 0, 1, 2 0 = none, 1= some, 2= lots 0 0 Quiz nights 0, 1, 2 0 = none 0 0 0 Loud music 0, 1, 2 0 = none 0 0 0 0 Loud music 0, 1, 2 0 = none 0 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
TV Sport 0.1,2 0 = none, 1 = some, 2 = lots 0 1 Quiz nights 0.1,2) 0 = none 0 1 1 Loud music 0.1,2) 0 = none 0 1 1 1 Live bands 0.1,2) 1 = occasional 0 1 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>								
TV Sport 0.1,2 0 = none, 1 = some, 2 = lots 0 1 Quiz nights 0.1,2) 0 = none 0 1 1 Loud music 0.1,2) 0 = none 0 1 1 1 Live bands 0.1,2) 1 = occasional 0 1 <td< td=""><td></td><td>]</td><td></td><td></td><td></td><td>•</td><td></td><td></td></td<>]				•		
Quiz nights 0.1.2 0 = none 0 1 Loud music 0.1.2 0 = none 0 1 1 Live bands 0.1.2 1 = occasional 0 1 1 Discos 0.1.2 1 = occasional 0 1 1 Karaoke 0.1.2 2 - regular 0 1 1 Adult 0.1.2 2 - regular 0 1 1 Adult 0.1.2 2 - regular 0 1 1 MARKETING 0 1								
Loud music 0, 1, 2 0 = none 0 1 Live bands 0, 1, 2 0 = none 0 1 0 Discos 0, 1, 2 1 = occasional 0 1 0 1 Karaoke 0, 1, 2 3 2 - regular 0 1 1 Comedy 0, 1, 2 3 2 - regular 0 1 1 Adult 0, 1, 2 3 2 - regular 0 1 1 Price promotions - drink 0, 1, 2, 3 strength of promo 0 1 1 Price promotions - food 0, 1, 2, 3 strength of promo 0 1 1 Online marketing 0, 1, 2, 3 degree of exposure 0 1			0= none, 1= some, 2= lots	-				
Live bands 0, 1, 2 0 0 0 Discos 0, 1, 2 1 = occasional 0 0 0 Karaoke 0, 1, 2 2 - regular 0 0 0 0 Comedy 0, 1, 2 2 - regular 0 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
Discos 0, 1, 2 1 = occasional 0 1 Karaoke 0, 1, 2 2 - regular 0 1 0 1 Comedy 0, 1, 2 2 - regular 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 1 1 1 1 1 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>								
Karaoke 0, 1, 2 3 2 - regular 0 1 1 Comedy 0, 1, 2 3 2 - regular 0 1 <td></td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td>				-				
Comedy 0, 1, 2 2 - regular 0 1 1 Adult 0, 1, 2 2 - regular 0 1 <th1< th=""> 1 1 1</th1<>								
Adult 0, 1, 2 0 MARKETING Price promotions - drink 0, 1, 2, 3 strength of promo 0 Price promotions - food 0, 1, 2, 3 strength of promo 0 0 Price promotions - food 0, 1, 2, 3 strength of promo 0 0 0 Print advertising 0, 1, 2, 3 degree of exposure 0 0 0 0 Online marketing 0, 1, 2, 3 degree of exposure 0 0 0 0 Market research \$3k/\$4k/\$5k 0 0 0 0 0 Family friendly 0, 1, 2 0 = no kids allowed 0 0 0 0 CAPITAL EXPENDITURE Garden \$3,000 maximum of 3 in game 0 0 0 0 Playground \$1,000 maximum of 3 in game 0 0 0 0 0 0 Dining room \$10,000 maximum of 3 in game 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0				-				
MARKETING Price promotions - drink 0, 1, 2, 3 strength of promo 0 Price promotions - food 0, 1, 2, 3 strength of promo 0 Price promotions - food 0, 1, 2, 3 strength of promo 0 Price promotions - food 0, 1, 2, 3 degree of exposure 0		· · · · · · · · · · · · · · · · · · ·	-					
Price promotions - drink 0, 1, 2, 3 strength of promo 0 Price promotions - food 0, 1, 2, 3 strength of promo 0 0 Print advertising 0, 1, 2, 3 degree of exposure 0 0 0 Online marketing 0, 1, 2, 3 degree of exposure 0 0 0 0 Market research \$3k/ \$4k/\$5k 0 0 0 0 0 0 Family friendly 0, 1, 2 0 = no kids allowed 0	Adult	0, 1, 2	}	U				
Price promotions - food 0, 1, 2, 3 strength of promo 0 Print advertising 0, 1, 2, 3 degree of exposure 0 Online marketing 0, 1, 2, 3 degree of exposure 0 Market research \$3k/ \$4k/\$5k 0 0 Family friendly 0, 1, 2 0 = no kids allowed 0 CAPITAL EXPENDITURE Sake 0 0 Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 3 in game 0	MARKETING							
Print advertising 0, 1, 2, 3 degree of exposure 0 Online marketing 0, 1, 2, 3 degree of exposure 0 Market research \$3k/\$4k/\$5k 0 2 Market research \$3k/\$4k/\$5k 0 2 Family friendly 0, 1, 2 0 = no kids allowed 0 2 CAPITAL EXPENDITURE Garden \$3,000 maximum of 3 in game 0 2 Playground \$1,000 maximum of 3 in game 0 2 2 Car Park \$5,000 maximum of 3 in game 0 2 2 Dining room \$10,000 maximum of 3 in game 0 2 2 Guest room \$10,000 maximum of 3 in game 0 2 2	Price promotions - drink	0, 1, 2, 3	strength of promo	0				
Online marketing 0, 1, 2, 3 degree of exposure 0 Market research \$3k/\$4k/\$5k 0 Family friendly 0, 1, 2 0 = no kids allowed 0 CAPITAL EXPENDITURE Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 3 in game 0	Price promotions - food	0, 1, 2, 3	strength of promo	0				
Market research \$3k/ \$4k/\$5k 0 Family friendly 0, 1, 2 0 = no kids allowed 0 CAPITAL EXPENDITURE Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 10 in game* 0	Print advertising	0, 1, 2, 3	degree of exposure	0				
Family friendly 0, 1, 2 0 = no kids allowed 0 CAPITAL EXPENDITURE <td< td=""><td>Online marketing</td><td>0, 1, 2, 3</td><td>degree of exposure</td><td>0</td><td></td><td></td><td></td><td></td></td<>	Online marketing	0, 1, 2, 3	degree of exposure	0				
CAPITAL EXPENDITURE Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 10 in game* 0	Market research	\$3k/ \$4k/\$5k						
Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 10 in game* 0	Family friendly	0, 1, 2	0 = no kids allowed	0				
Garden \$3,000 maximum of 3 in game 0 Playground \$1,000 maximum of 3 in game 0 Car Park \$5,000 maximum of 3 in game 0 External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 10 in game* 0	CAPITAL EXPENDITURE]						
Car Park \$5,000 maximum of 3 in game 0 <th< th=""></th<>		\$3,000	maximum of 3 in game	0				
External lighting \$1,000 maximum of 3 in game 0 Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0 Guest room \$10,000 maximum of 10 in game* 0	Playground	\$1,000	maximum of 3 in game	0				
Dining room \$10,000 maximum of 3 in game 0 Function room \$10,000 maximum of 3 in game 0	Car Park	\$5,000	maximum of 3 in game	0				
Dining room \$10,000 maximum of 3 in game 0 <td>External lighting</td> <td>\$1,000</td> <td>maximum of 3 in game</td> <td>0</td> <td></td> <td></td> <td></td> <td></td>	External lighting	\$1,000	maximum of 3 in game	0				
Guest room \$10,000 maximum of 10 in game* 0		\$10,000	maximum of 3 in game	0				
	Function room	\$10,000	maximum of 3 in game	0				
Internal refurbishment \$10,000 maximum of 5 in game* 0	Guest room	\$10,000	maximum of 10 in game*	0				
	Internal refurbishment	\$10,000	maximum of 5 in game*	0				

*limited to 3 per quarter