**Taking decisions**

Jim owned and ran a greengrocers shop in the High Street of a small town. Everyone said it was the best place for fruit and veg, anywhere in the town. Prices were quite high compared to the supermarket but the quality was excellent and Jim stocked everything you could possibly want. You could get all the things you needed for a new recipe and all the everyday greengroceries as well.

About two years after opening the shop, Jim rented the premises next door and knocked the walls down. That gave him a large open space to expand the greengrocery business and set up a small coffee area where customers could sit and eat delicious pastries or a light lunch. Sales revenue continued to climb.

After three more years, Jim found that he could make more money from the coffee shop than from the greengroceries. He saw that he had a choice.

If he cut down the greengrocery space by half, he could put many more tables and chairs in for the coffee shop. That would increase the sales revenue from the coffee shop but might not make too much of a difference to the sales revenue from selling fruit and vegetables. He lay awake worrying about this. He just could not tell whether the gains from the one would be greater or less than the loss from the other.

In the end, Jim expanded the coffee shop and continued to sell fruit and vegetables from a smaller space. He stocked somewhat fewer items. He isn't saying how much his overall sales revenue increased but a few years later, he opened a second outlet in the big town ten miles away. The format was the same as his first outlet, so he must have made the right decision.

**Questions**

1. The greengrocery business was always successful. Why was Jim running a risk when he expanded the coffee shop?

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1. How could Jim gather evidence that might help him to take the decision?

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