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Blake Electronics Case Study Solution

In 1969, Steve Blake founded Blake Electronics in Long Beach, California, to manufacture resistors, capacitors, inductors, and other electronic components. During the Vietnam War, Steve was a radio operator, and it was during this time that he became proficient at repairing radios and other communications equipment.

Solved: In 1969, Steve Blake Founded Blake Electronics in ...

Blake Electronics Case Study Does Steve need dilation Information from Overseen and Walker Our group consensus is that additional information is not needed. We believe that all quantitative information needed to form a decision tree is available in the problem (2) What would you recommend?

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Case Study – Blake Electronics Decision Making Model 1) Defining the Problem: Should Steve contract any of the marketing companies that will assess the favorability of introducing the products to the market? If he will contract any of the two companies, which one would he choose (MAI or I&K)? Should the new products be even introduced to the market?

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Blake Electronics Version 1: September 17th, 2014 Presented by: Case Study for Blake Electronics Company profile Blake Electronics was founded in 1979 by Steve Blake. Based in Long Beach, California, Blake Electronics manufactures various types of electronic components including resistors, capacitors, and inductors.

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The TreePlan solution for Steves problem is shown in file P8-Blake.XLS. If Steve decides not to conduct a survey, the decision is to introduce the product with an EMV of \$700,000 [= (0.6) (\$1,500,000) + (0.4) (-\$500,000)]. If Steve decides to conduct the survey, he has to choose between MAI and I&K.

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Quantitative Analysis

Case Study: Blake Electronics. CASE: 1.) MAI's proposal directly gives Steve the conditional probabilities he needs (e.g., probability of a successful venture given a favorable survey). Although the information from Iverstine and Kinard (I&K) is different, we can easily use Bayes' theorem to on I&K information to compute the revised ...

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Alternative Solutions: If Steve decides not to conduct a survey, the decision is to introduce the product with an EMV of \$700,000 [= (0.6)(\$1,500,000) + (0.4)(-\$500,000)]. See page 2 for the decision tree. ... Group 2 Module 2 Blake Electronics Case Study (1) Does Steve need additional information from Iverstine and Walker Our group ...

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Questions and Problems 123 Case Study: Starting Right Corporation 130 Case Study: Blake Electronics 131 Bibliography 133 Appendix 3.1 Decision Models with QM for Windows 133 Appendix 3.2 Decision Trees with QMfor Windows 134 Regression Models 135 4.1 Introduction 136 4.2 Scatter Diagrams 136 4.3 Simple Linear Regression 137

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