

Memorandum

To: Friends

From: Pat Smith

Date: September 26, 2017

Re: Decision about where to eat dinner tonight

Sixteen students are deciding whether the group should meet for dinner tonight at Sports Grill or Five Guys. The students have agreed that the most important factors (criteria, priorities) are a variety of menu items including healthy options and the option of ordering alcoholic beverages and an atmosphere that will allow them all to sit together and watch tonight's University of Miami football game and cheer for the team. Sports Grill is the best choice for tonight because it is a sports bar that offers a diverse menu and has multiple televisions that will show the football game.

The group should go to Sports Grill because it offers an extensive menu that has something for everyone and it is a sports bar with over twenty flat screen televisions, a perfect location to watch a football game. Its menu includes cheeseburgers as well as healthy menu choices such as salads. Sports Grill serves several varieties of chicken wings and patrons of drinking age can enjoy alcoholic beverages from the bar including beer, wine, and cocktails. Although Sports Grill does not offer hot dogs or milkshakes, it has eight times as many entrees as Five Guys. The biggest tables at Sports Grill seat six diners so the students may not be able to sit at one table, but the game can be seen from anywhere in the restaurant and the rowdy sports bar atmosphere will allow for movement, cheering, and camaraderie. Sports Grill is the best

choice **because** students can choose from a wide array of food and drink and enjoy the football game in a restaurant specifically designed for diners to watch televised sports events.

Five Guys is not the best option because it has a limited menu and no television on which to watch the football game. Unlike the varied menu at Sports Grill, Five Guys' menu only offers hot dogs, hamburgers, and a few vegetarian sandwiches, **although** it does have free peanuts and sell hand-spun milkshakes. Five Guys has plenty of seating for the group to sit together, **but** no televisions, so the friends would not be able to watch the Hurricanes football game during dinner. The students should not go to Five Guys because it has a more limited menu that does not include wings or salads, and will not allow everyone to watch the football game during dinner because it has no televisions.

The group should eat dinner at Sports Grill tonight because it has a wide variety of choices including wings and healthy options and alcoholic beverages and everyone can watch the football game on its many televisions. Five Guys has a limited menu, no bar, and no televisions.

**Format for a Two Alternative/Two Criteria Decision Report
BUS300**

Version 1 (you may follow either version of this outline)

I. Introduction

- A. Identify the issue presented (choice between two alternatives)
- B. Identify the criteria for evaluation of the given alternatives
- C. State your main conclusion

II. Evaluation of Un-Selected Alternative

- A. Discuss weaknesses regarding first criteria
- B. Discuss strengths regarding first criteria
- C. Discuss strengths regarding second criteria
- D. Discuss weaknesses regarding second criteria
- E. State your mini-conclusion for the un-selected alternative

III. Evaluation of Selected Alternative

- A. Discuss strengths regarding first criteria
- B. Discuss weaknesses regarding first criteria
- C. Discuss weaknesses regarding second criteria
- D. Discuss strengths regarding second criteria
- E. State your mini-conclusion for the selected alternative

IV. Conclusion

- A. Compare the relative strengths and weaknesses of your two mini-conclusions
- B. State your main conclusion

Version 2 (you may follow either version of this outline)

I. Introduction

- A. Identify the issue presented (choice between two alternatives)
- B. Identify the criteria for evaluation of the given alternatives
- C. State your main conclusion

II. Evaluation of *Selected* Alternative

- A. Discuss strengths regarding first criteria
- B. Discuss weaknesses regarding first criteria
- C. Discuss weaknesses regarding second criteria
- D. Discuss strengths regarding second criteria
- E. State your mini-conclusion for the selected alternative

III. Evaluation of *Un-Selected* Alternative

- A. Discuss weaknesses regarding first criteria
- B. Discuss strengths regarding first criteria
- C. Discuss strengths regarding second criteria
- D. Discuss weaknesses regarding second criteria
- E. State your mini-conclusion for the un-selected alternative

IV. Conclusion

- A. Compare the relative strengths and weaknesses of your two mini-conclusions
- B. State your main conclusion