

*“Ronnie’s Auto Repair Shop commenced business four months ago at the location formerly occupied by the Jenny’s Beauty Parlour. Ronnie’s Auto must be doing well at this location, because it intends to open a big shop in an adjacent town. Jenny’s, on the other hand, has seen a lower volume of business in its first year at its new location compared to the prior year at its former location. Jenny’s definitely erred in shifting to its new location; its former location is a better site.”*

Reasoning of the argument:

This argument is a very well-reasoned argument and there are multiple reasonings and arguments to support the argument.

Some lines of reasonings are:

1. Ronnie’s Auto must be doing well at this location, because it intends to open a big shop in an adjacent town
2. Jenny’s, on the other hand, has seen a lower volume of business in its first year at its new location compared to the prior year at its former location

These two lines of reasonings and use of evidence in the argument shows light on the fact that Jenny’s definitely erred in shifting to its new location and should shift back to its former location.

The questionable assumptions that underline the thinking are:

1. There must be a greater number of customers at Jenny’s previous location compared to the new location which is causing Jenny’s to see a lower volume of business.
2. The rents of the shop at Jenny’s previous location must be lower than the rent at the new location which is causing the downfall of the business.
3. Too many no-show client must be residing in the new location compared to the previous which effects the business adversely.

Alternative explanations or counterexamples which might weaken the conclusion:

1. Jenny’s beauty parlour must be indulged in some aimless marketing which costed them great amount of business volumes
2. Simply the location might be more suitable for a auto repair shop than a beauty parlour.
3. Jenny’s downfall of business volumes could also be a result of bad management and not being proactive with the marketing which erases the question of the effect of location on the business.

Evidences that would Strengthen the argument are:

1. Ronnie’s auto repair shop is thriving at that location and they are planning to expand their business to an adjacent town.

2. Jenny's business has seen a downfall since it has shifted from the previous location to the new location.

Changes in the arguments that would make them more logically sound:

1. The use of some numerical values showing how much profit has Ronnie's made or how much of the business downfall Jenny's faced would made the argument more logically sound

The argument that helps us better evaluate the conclusion:

Jenny's have definitely learned the lesson that they committed a mistake in shifting to its new location from their old location which has caused them such huge business downfall.