

Possible alternatives	Possible environment states			Criteria			
	S1	S2	S3	Wald	Bayes-Laplas	Gurvic	Laplas
A1	90	80	60	60.00	115.00	81.00	230.00
A2	77	90	65	65.00	81.20	82.50	232.00
A3	88	80	90	80.00	38.70	87.00	258.00

Explanations:

S1 - Competition on the same level

S2 - Competition a little intensified

S3 - Competition intensified much

A1 - Continue work in a habitual mode

A2 - Activate advertising activity

A3 - Activate advertising activity and lower price