SCR 2014 Winter Meeting

Responses to Comments on “Buttercup Farms: Is She Crafting a Hobby or a Business?”

The author(s) wish to thank the kind discussants for all of their comments.

There were no real “MUSTS” to do, however the author(s) did incorporate a number of discussant suggestions.

*Needs more numbers:*

We clarified some of the details, but one of the objectives is to place students in a position to make a decision with less than perfect information. However we did ask students to assess what additional information would be needed to make a good decision in the teaching note.

*Needs more details on Audrey*

We have added more personal details about Audrey the decision maker.

*Liquid soap industry trends*

The decision-maker is not approaching the decision incorporating broader industry trends, so the author(s) felt that would not be true to her decision making process.

*The numbers say go liquid and play up her risk adverseness (why so long to make the decision?*

The authors have added information illustrating that Audrey is very risk adverse. So even though she might make more money with liquid, it is a risker decision from her perspective.