1. Perform individual prioritization

Robin`s priorities

| | |
|---|---|
| Milk | 100 |
| Tea | 0 |
| Coffee | 0 |
| Juice | 0 |

Alice`s priorities

| | |
|---|---|
| Milk | 10 |
| Tea | 20 |
| Coffee | 30 |
| Juice | 40 |

John`s priorities

| | |
|---|---|
| Milk | 10 |
| Tea | 30 |
| Coffee | 50 |
| Juice | 0 |

2. Multiply priorities by stakeholder importance coefficient (Robin – 0.5, Alice – 0.7, John – 1)

$$0.5 * \begin{bmatrix} 100 \\ 0 \\ 0 \\ 0 \end{bmatrix} = \begin{bmatrix} 50 \\ 0 \\ 0 \\ 0 \end{bmatrix} \qquad 0.7 * \begin{bmatrix} 10 \\ 20 \\ 30 \\ 40 \end{bmatrix} = \begin{bmatrix} 7 \\ 14 \\ 21 \\ 28 \end{bmatrix} \qquad 1 * \begin{bmatrix} 10 \\ 30 \\ 50 \\ 0 \end{bmatrix} = \begin{bmatrix} 10 \\ 30 \\ 50 \\ 0 \end{bmatrix}$$

3. Calculate the final priorities

$$\begin{bmatrix} 50 \\ 0 \\ 0 \\ 0 \end{bmatrix} + \begin{bmatrix} 7 \\ 14 \\ 21 \\ 28 \end{bmatrix} + \begin{bmatrix} 10 \\ 30 \\ 50 \\ 0 \end{bmatrix} = \begin{bmatrix} 67 \\ 44 \\ 71 \\ 28 \end{bmatrix}$$

Final priorities

| | |
|---|---|
| Milk | 67 |
| Tea | 44 |
| Coffee | 71 |
| Juice | 28 |