Based on the recommendation of a student project group the firm X changed their packaging 3 months ago. Against the forecasts given, the quarterly revenue has decreased significantly since the introduction of the new product packaging design. With the following payoff matrix, **argue why only a low-cost survey (2000$) had been done by calculating EVPI.**

|  |  |
| --- | --- |
|  | **Revenue changes (Mio $)** |
|  |   |
| **Strategy**  | **Market response**  |
| **Weak**  | **Moderate**  | **Strong**  |
| **(0,1)** | **(0,6)** | **(0,3)** |
| **New package** | -0,05 | 0,1 | 0,3 |
| **Old package** | 0 | 0 | 0 |