

Math 180 Handout #1
Product Decision

To absorb some short-term excess production capacity at its Arizona plant, Special Instrument Products is considering a short manufacturing run for either of two new products, a temperature sensor or a pressure sensor. The market for each product is known if the products can be successfully developed. However, there is some chance that it will not be possible to successfully develop them.

Revenue of \$1,000,000 would be realized from selling the temperature sensor and revenue of \$400,000 would be realized from selling the pressure sensor. Both of these amounts are net of production cost but do not include development cost. If development is unsuccessful for a product, then there will be no sales, and the development cost will be totally lost. Development cost would be \$100,000 for the temperature sensor and \$10,000 for the pressure sensor. If there is a 50% chance the temperature sensor can be developed and an 80% chance the pressure sensor can be developed, what should Special Instrument Products Co. decide to do?