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Marble Slab Creamery: The Weighing Decision

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Group 17

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Psychology (America)

Stephanie: Work and Organizational
Psychology (Ireland)

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Management (China)



Outline

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Aim: In-depth understanding of areas of organisational change and decision based on our case .

Part1: Introduce case;

Part2: Analysis case combines with cognitive simplification and cognitive biases in the external environment;

Part3: Recommendation and Conclusion.

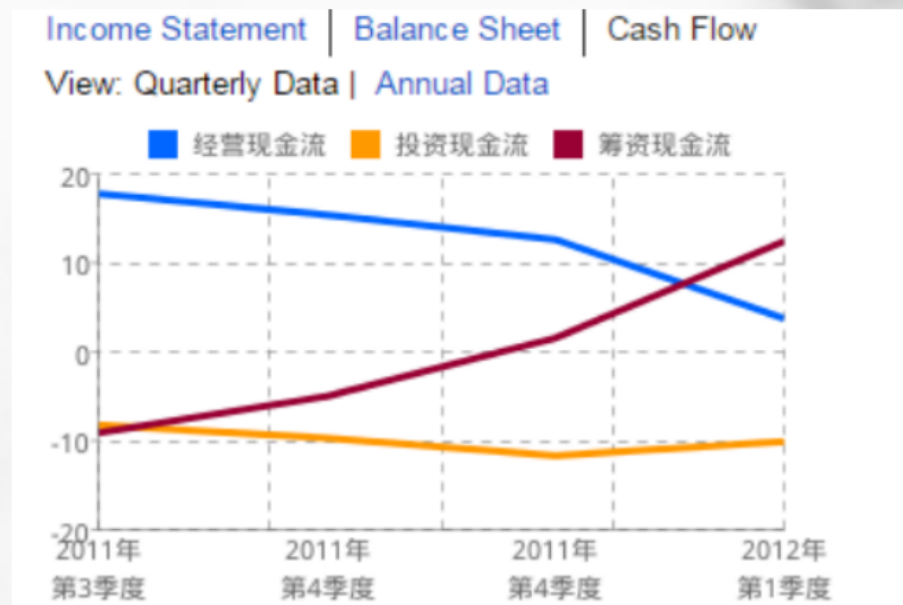
Case -Golfsmith

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1967,Golfsmith was established in New Jersey;
1967-2002,Captial accumulation rapidly ;
2002-2007,The number of retail stores were tripled and they added several new catalog titles ;

Data

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Locations

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States with Stores

Click a highlighted state below to view all Golfsmith stores in that state.



Cognitive Simplification

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Based on the concept of Bounded-Rationality

2002-2007
Rapid Retail Expansion

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- Heuristics
 - Availability Heuristic
- Escalating Commitment
- Single Outcome Calculation

Acquisition Decision Making

- 2003 acquisition of Don Sherwood Golf and Tennis World
- Reasoning through Analogy
 - Illusion of Control

2002-2007
Rapid Retail Expansion

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