

عنوان مقاله:

The use of fuzzy logic to rank the factors affecting the competitiveness of the Food Companies, using Michael Porter's five forces model

محل انتشار:

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خلاصه مقاله:

The objective of this paper is to ranking the competitive factors according to their values, by using Michael Porter 5 forces Model. One of the crucial decision making for todays company is identifying importance of competitive elements to increase their contest ability, for sell more product and good services in domestic and word wide . To do so, we use Fuzzy Logic to analyses our 78 questionnaire, to achieve better and more reality answer to our question in Hamedan food industries. Q/A answer sheet has ability that differentiates other question answering system. Our finding reveal that Consistency Ratio for all factors are lower than 0/1, in another hand substitution treat occupied the leader place, which followed by New entry treat, by far the bottom of the table, is a room for buyer power with ignorable amount

کلمات کلیدی:

Fuzzy Logic, competitive factor, Porter 5 Forces Model, Consistency Ratio

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