

عنوان مقاله:

Formulating, Evaluating & Prioritizing a Production Company Strategies Using Hybrid FUZZYTOPSIS-SWOT Model
(Case study: Tehran PAK Dairy Company)

محل انتشار:

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خلاصه مقاله:

To formulate and prioritize PAK Dairy Company strategies is of the objectives the current study pursues. Since so far in food industries, such studies have been rarely done, efforts have been made in this research to identify and prioritize PAK Dairy Company related strategies to provide a theme for the senior decision makers of this organization. In this research, first off the organization's external environment related Strengths, Weaknesses, Opportunities and Threats as SWOT model will be identified via interviewing, counseling and being directed by PAK Company middle and senior managers and at last, this company's strategies will be formulated. Finally, the factors influencing these strategies will be outlined. Then by acquiring the decision makers' ideas about the significance of the strategies and their influencing factors, we get the chance to solve the problem. Regarding the point that all the indices as qualitative have been chosen based on the middle and senior managers' opinions, thus we've applied FUZZYTOPSIS model. In this research, it has been tried to consider the decision makers' ideas very influencing in the computations because apart from the statistics and technical data of the production, financial, accounting and etc., the most critical parameter in decision making problems is the decision makers' opinions, then linguistic variables have been used to outline the strategies importance and their influencing factors. Ultimately, having solved FUZZYTOPSIS model, all the strategies are prioritized and their results indicate each strategy's implementation priority and necessity given its influencing factors.

کلمات کلیدی:

strategic analysis, SWOT model, fuzzy logic, FUZZYTOPSIS model, PAK Dairy Company

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