

THE STUDY OF INVESTMENT RISK IN FRANCHISEE BY A NEW METHOD

賀力行, 戴依, 張士行

Technology Management

Management

ho@chu.edu.tw

Abstract

Open chain is an element of the enterprise to set up branches of existing funds to allow businesses to earn more profits, but in the case of limited resources, decision-making method must be used to determine the amount of investment and the amount of the investment scope, the paper using the analytic hierarchy method to find the weight and adds the characteristics of the gray, gray modeling method to calculate the amount of the investment decision, to calculate the most appropriate solution, and amount.

Keyword : gray GM (1,1) model, Analytic Hierarchy Process (AHP), investment