

應用多準則決策分析法於汽車營業據點區位選擇之研究-以某日產汽車公司為例

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摘要

The research on the area of a new store as well as the store location has been the major topic for the management of an organization, not only for the reason that it includes the planning of the land, but also it involves the everlasting of the business. Many experts have pointed out that there are “three” successful key factors for the retailing business: “Location, location, and location” Thus, for any kind of retailing business, whether it could stay in business depends on its location. For a practical case, in order to find the key factors and criteria that are important to an automobile retailing center, and to determine its area and location, we first apply the Fuzzy Delphi Method to explore the factors and criteria that would influence the selection of the showroom and the service center for a Japanese automobile manufacturing company in Taiwan. Then we apply Similarity Aggregation Method and Fuzzy Analytic Hierarchy Process to calculate the relative importance between each factor. Finally, by means of the proposed approach, it would provide the best alternatives to the automobile manufacturing company in selecting its area and location according to all the criteria that would affect the decision in making such selection.

關鍵字：Fuzzy Delphi Method、Fuzzy Analytic Hierarchy Process、Similarity Aggregation Method、Store Location