

Extension of a Competitive Location Model Considering a Given Number of Servers and Proposing a Heuristic for Solving

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Abstract : Competitive location problem deals with locating new facilities to provide a service (or goods) to the customers of a given geographical area where other facilities (competitors) offering the same service are already present. The new facilities will have to compete with the existing facilities for capturing the market share. This paper proposes a new model to maximize the market share in which customers choose the facilities based on traveling time, waiting time and attractiveness. The attractiveness of a facility is considered as a parameter in the model. A heuristic is proposed to solve the problem.

Keywords : competitive location, market share, facility attractiveness, heuristic

Conference Title : ICIET 2015 : International Conference on Industrial Engineering and Technology

Conference Location : Istanbul, Türkiye

Conference Dates : August 17-18, 2015