

MULTI OBJECTIVES OPERATIONS DECISIONS BY USING GOAL PROGRAMMING FOR A SMALL SCALE ENTERPRISE

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ABSTRACT

The abnormal economic conditions, global competition, customer's aspiration has a major impact on the performance of the enterprises. Operation decisions are essential for proper planning in order to achieve the goal of the enterprise. In this paper, an attempt is made to arrive the operation decisions in a Small Scale enterprise. Real world problems are mainly based on multiple objectives rather than single objective. Application of a multi-objective programming model like goal programming model is an important tool for studying various aspects of management systems. Some multiple goals have decided in this paper. To arrive the specified goals of the enterprise, goal programming concept is followed. Mathematical model is formulated as per the goals and solution methodology is given. Thus the methodology to be followed by the enterprises for operation planning is reflected in this concept.

KEYWORDS: Simplex Method, Goal Programming Mathematical Model