

A GROCERY CHAIN STORE LOCATION SELECTION

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ABSTRACT

Location is one of most important decision making for grocery chain store, which require multiple criteria based on its mission and sustainability strategy. The goal of the research is to provide a decision support model and help the grocery chain select the most appropriate store location among five alternative cities in Alaska. The analytical hierarchy process (AHP) approach is used. The research findings provide insight for grocery chain store decision.

Key words: grocery chain, location selection, decision model, AHP