

March 4, 2002

Mendes, Armando B.
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Dear Armando;

I am happy to confirm that your paper(s)

Session: Forecasting
Session Chair: Ajitha Angusamy

Abstract: Location Assessment of Outlet Networks
Author: Armando B. Mendes
Author: Isabel Hall Themido

Abstract: Location Assessment of Outlet Networks is a complex decision. The complexity derives mainly from the enormous amount of data that should be considered. Variables of geographical nature are used to evaluate the accessibility of the several locations, while the demographic ones allow the store's trade area evaluation. Socioeconomic variables are indispensable in the potential customers' characterization, and competition ones are used for the evaluation of the new store market share. The methods are multiple; varying from simple analogy forecast models to very complex ones, which can incorporate causal models in a gravitational or logit structure. More recent developments as the use of meta-heuristics such as genetic algorithms for the global problem of the multi outlet chain configuration, or the use of Voronoi tessellations in store trade area delimitation, are also presented. Finally the Geographical Information Systems' role on the decision support process is equally explored.

has(have) been accepted for a 30 minute presentation at the IFORS 2002 conference in Edinburgh. Please verify it at <http://www.umd.umich.edu/ifors/cgi-bin/search.pl>. You can also view the entire program by visiting <http://www.umd.umich.edu/ifors/cgi-bin/report.pl?type=stream>

Thanks for your contribution to the conference.

Sincerely,

Ben Lev
Chair, Program Committee