

Abstract

Increased demand for meat and ostrich Products, production, breeding and trade in Iran. Location selection in factory competitiveness in the market place plays an important role and should be chosen so that will lead superiority when compared with other competitors. The objective of this study was determination and prioritization of effective indices for optimal selection of ostrich production operations site by AHP method in Sistan and Baluchestan province. Analytical hierarchy process is one of the most widely multi criteria decision. In site selecting process with (AHP) model after determination of hierarchical levels include purpose, criteria, sub criteria and alternatives paired comparison has been done weighing among the sets. For this purpose, effective criteria were divided into five major groups: Environmental and social infrastructure, economic and financial, rules and regulations, weather conditions and management policies as well as 30 sub-criteria, after preliminary investigation, preparatory observation, and an interview with some of the ostrich producers and relevant experts. A hierarchy was designed based on five major groups of criteria and then the priority rates of obtained criteria and sub-criteria were determined by Analytical Hierarchy Process (AHP) after compiling experts opinions via questionnaire. Results have shown that among 30 determined effective criteria in location selection for ostrich the sub-criteria of access to water and energy, meat sales, the return on investment, existence of by-products industries have the highest priorities, respectively. The results of this study show that using Analytical Hierarchy Process (AHP) due to its special features can be beneficial in the issues related to locating applications.

Keywords: Ostrich, Analytical Hierarchy Process (AHP), prioritizing, sistan and baluchestan province



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