



DOWNLOAD



An evaluation of the fuzzy attractiveness of market entry (FAME) model for market selection decisions and the related modelling process

By Marvin Mertens

GRIN Verlag Jan 2015, 2015. sonst. Bücher. Condition: Neu. Neuware - Scientific Essay from the year 2015 in the subject Business economics - Operations Research, grade: 74.00/100.00, University of Strathclyde (Strathclyde Business School), course: Foundations of Operational Research and Business Analysis, language: English, abstract: This essay is concerned with a Fuzzy Attractiveness of Market Entry (FAME) model, developed for the Bulgarian winery Vinprom Svishtov (VS). VS had to decide whether to expand two of its wines, a cabernet sauvignon and a chardonnay, into either a regional or a national market (Shiple et al., 2013). The model's purpose was to assist VS's management in deciding whether the firm should expand two wines into a regional or a national market. The success of the modelling exercise discussed in this essay can be assessed from two perspectives. The first perspective relates to the question whether the model generated satisfactory results given the problem VS faced. The second perspective focuses on potential learning process on the part of VS's management, stimulated through the modelling exercise. 20 pp. Englisch.



READ ONLINE

[1.97 MB]

Reviews

Absolutely essential read through book. it was actually writtern quite properly and useful. Its been developed in an remarkably basic way and it is only following i finished reading through this ebook where really changed me, modify the way i believe.

-- **Torrey Jerde**

This ebook will not be simple to start on reading but very fun to learn. It generally is not going to expense too much. I am very happy to explain how this is the finest book i have read in my very own existence and can be he finest pdf for at any time.

-- **Lavada Cruickshank**

Relevant PDFs



[Weebies Family Halloween Night English Language: English Language British Full Colour](#)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



[Applied Undergraduate Business English family planning materials: business knowledge REVIEW \(English\) \(Chinese Edition\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012 Pages: 240 Language: English Publisher: Foreign Economic and Trade University Press national application the Undergraduate Business English...



[Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success](#)

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



[Dom's Dragon - Read it Yourself with Ladybird: Level 2](#)

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



[Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape](#)

Spacemaker Press. Hardcover. Book Condition: New. 1888931167 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



[It's a Little Baby \(Main Market Ed.\)](#)

Pan Macmillan. Board book. Book Condition: new. BRAND NEW, It's a Little Baby (Main Market Ed.), Julia Donaldson, Rebecca Cobb, It's a Little Baby is a beautiful and engaging book for little ones from Julia Donaldson and Rebecca Cobb, the creators of...