

Product: Mix Decisions Through Goal Programming Model

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Abstract: *Productivity is concerned with the effective and efficient utilization of resources in producing goods or services. Productivity is viewed in a broader perspective to present the degree of accomplishment of performance objectives, reconciled optimality through mathematical programming techniques such as linear programming (LP). LP applications have been developed for production scheduling, staffing, inventory control, capacity planning and produce mix decisions in business and industry. In these applications, management tries to maximize profit or minimize total costs. However, situations exist when several objectives need to be associated in production planning and the management is interested in achieving an optimal compromise amongst the several objectives.*