

MADM METHOD USED IN INVESTMENT COMPANY: A FUZZY APPROACH

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Abstract

The optimization is the process of determining a feasible solution for the decision maker according to the established attributes. The present methodology allows decision maker to reach a decision by selecting alternatives of a product and to evaluate attributes contained in the process. In this paper, we proposed two approaches _rst is the grey relations methodology for de_ning the utility of an alternative. Second approach is the relative distance by ranking fuzzy number. In this paper, alternatives are expressed in the form of intervals for grey theory. Ranking fuzzy number is done using triangular membership function. A case study of assessing an investment company who is planning to exploit new type of products is taken. Five feasible alternatives were used to demonstrate the applicability and the e_ectiveness of the proposed approach.

Key Words: MADM, Fuzzy Set, Grey relation analysis, Ranking.