1. A manufacturer of garments is actively considering five alternate locations for setting up its factory. The locations vary in terms of their advantage to the firm. Based on survey the firm has arrived at six factors to be considered for site selection. The rating of each factor on a scale of 1 to 100 is given, Furthermore based on the detail analysis of qualitative and quantitative data available for each of the location, the rating of location against each factor have also been arrived at ( on a scale of 0 to 100). Using these information , obtain an ranking of the locations.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Factors | Location1 | Location2 | Location3 | Location4 | Location5 | Ratings |
| Infrastructure | 20 | 40 | 60 | 35 | 55 | 90 |
| Market size | 30 | 30 | 40 | 60 | 80 | 60 |
| Industrial relation | 80 | 30 | 50 | 60 | 50 | 50 |
| Tax benefit | 80 | 20 | 10 | 20 | 20 | 30 |
| Cheap labor | 70 | 70 | 45 | 50 | 50 | 30 |
| Nearness to port | 20 | 40 | 90 | 50 | 60 | 65 |