

ANALYTICAL HIERARCHICAL PROCESS A METHODOLOGY FOR THE BEST SELECTION AMONG VARIOUS CHOICES IN MARKETTING AND OPERATIONS

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Abstract

This paper deals with a brief review of the literature regarding AHP technique and its relevancy to its application in vendor selection process. Vendor selection is a complicated process. This process needs evaluation of multiple criteria and various constraints associated with them. This paper has been developed based upon the views of various experts. A well researched methodology has been adopted for the synthesis of priorities and the measurement of consistencies. A consistency ratio has also been calculated. Industries has been classifies into small scale, medium scale and large scale. Various criteria for SELECTION process as received from the expert have been identified. These criteria have been compared using average matrix, priority matrix and overall priority matrix. By implementing AHP methodology we are able to select the best option in our hand and applying them for better work as per the requirement.

Keywords: AHP, Vendor selection, decision-making.