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Simultaneous production planning of make-to-order (MTO) and make-to-stock (MTS) products using simulation optimization. Case study: Soren Restaurant

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Abstract

Currently, due to the high quality of foods and services, some restaurants are moving towards service development by increasing production capacity, restaurant salon capacity, and prepared productions for qui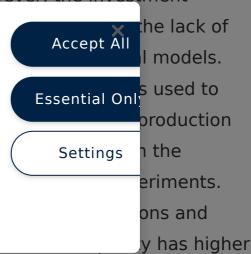ck response. However, the investment priority s   the lack of stable de   l models. Accordin   s used to simul   production in the   n the perspect   eriments. Numeric   ons and public in   y has higher

priority and could lead to increased net profit. Additional studies revealed that to increase the overall profits without reducing the quality of provided services to customers, the proportion of production for outdoor customers must be increased. By by the restaurant management implementing these policies, the average rate of profit was increased by 9.3% during 6 months.

🔍 Keywords: Discrete event simulation   optimization via simulation   design of experiments   production planning   process improvement

Notes

1. The decoupling point is also known as Order Penetration Point (OPP), Customer Order Decoupling Point (CODP), or Customer Order Point (COP).

2. Analytic hierarchy process.

3. Coefficient of variation.

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