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**Articles** 

Simultaneous production planning of maketo-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 quick response. However, the investment

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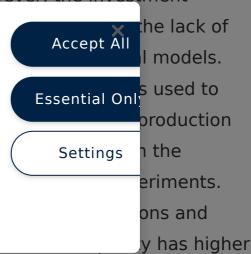
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priority and could lead to increased net profit. Additional studies revealed that to increase the overall profits without reducing the quality of provided services to customers, the proportion of production for outdoor customers must be increased.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

Q 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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