FINDING EXTERNAL PARTNERSHIPS IN MEXICO

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The process of finding external partnerships is long and tedious. The principal reason is the large amount of data that the businesses have to analyze. They have to analyze economic related data, to find out where the best resources are and the geographic data, to determine the best transportation cost. This data analysis becomes complex because of the various factors they have to consider to match the company’s needs.

The proposed solution is to develop a GIS model that allows businesses seeking new partnership locations to make informed decisions by accessing readily available and pre-analyzed data. The model facilitates the location analysis by narrowing the number of potential locations where external partnerships could be found. For the analysis of the model, two different aspects were taken in consideration: the production factor and the transportation side.

The Model

The model can analyze large amount of data plus, it takes into consideration the criteria given by the users. The result shows the best location where external partnerships can be found.

Selecting the Industry sector

Imputing production factors weights

Imputing geographic proximity

Imputing transportation weights

Imputing the Production / Transportation weights.