

Methoden Und Anwendungsbereiche Der Standortplanung

- Fabian Krüger

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Bei der Standortplanung lassen sich grundsätzlich drei Standortplanungsprobleme unterscheiden. Zum einen gibt es die volkswirtschaftliche Sichtweise, bei der die Anordnung von landwirtschaftlichen Produktionszweigen um einen Absatzort im Vordergrund steht. Das größte Anwendungsgebiet ist allerdings die betriebliche Standortplanung mit dem Versuch, die optimale Lösung aus Anzahl und Lage der zu errichtenden Standorte zu finden. Dabei kann es sich um Produktionsstätten, Zentrallager, Distributionslager oder Filialen handeln. Das dritte Anwendungsfeld findet sich bei der innerbetrieblichen Layoutplanung, also der Anordnung von Werkstätten, Maschinen, Transportwegen und Lagerbereichen innerhalb eines Produktionsstandorts. Zusätzlich zu den klassischen Problemstellungen gibt es Aufgaben, die nicht aus der Standortplanung stammen, sich aber dennoch mit den gleichen beziehungsweise sehr ähnlichen Methoden und Modellen lösen lassen. Der Erfolg eines Unternehmens hängt naturgemäß von vielen Faktoren ab. Einen großen Einfluss haben hier z. B. die Produktions-, Beschaffungs- und Absatzbedingungen, welche maßgeblich durch den Standort einer Betriebsstätte bestimmt werden können. Aus der geringen kurzfristigen Flexibilität bezüglich Standortveränderungen folgt also direkt die Notwendigkeit einer möglichst langfristigen und strategischen Standortplanung, um den Erfolg des Unternehmens sicherzustellen. Author: Krüger, Fabian Publisher: GRIN Verlag Illustration: N Language: GER Title: Methoden und Anwendungsbereiche der Standortplanung Pages: 00025 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640744794 Category: Business & Economics : General

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