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2006

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

ثُمَّ رُدُّوْا إِلَى اللَّهِ مَوْلَاهُمْ الْحَقَّ ۚ لَا إِلَهَ إِلَّا لَهُ الْحُكْمُ وَهُوَ
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صدق الله العظيم

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QBasic	(Objective Programming	

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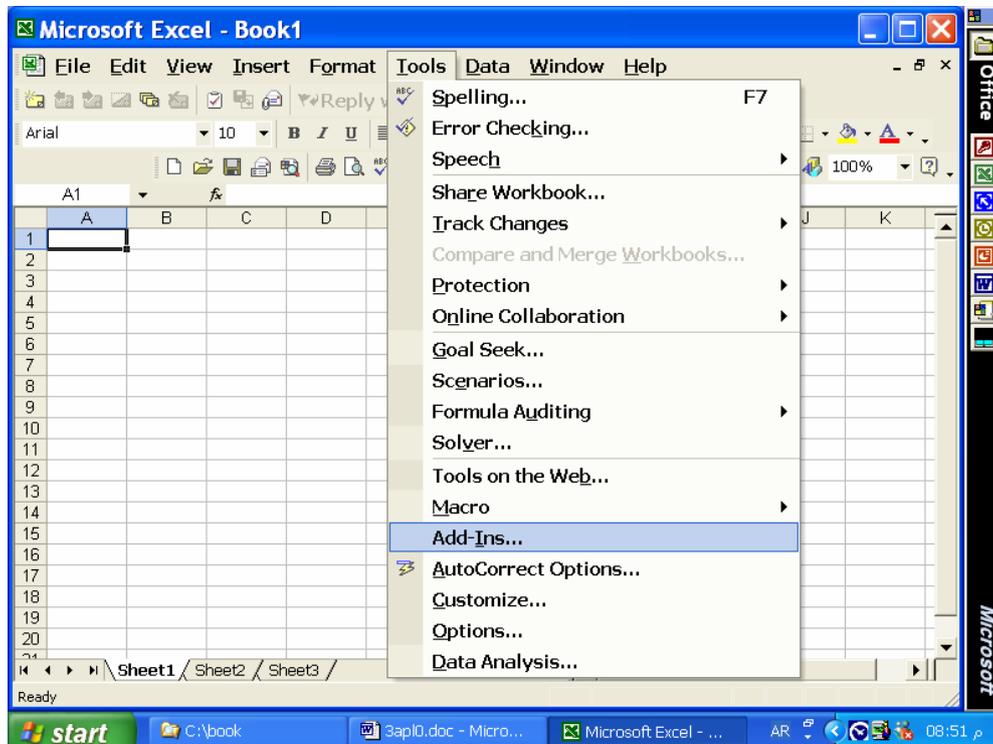
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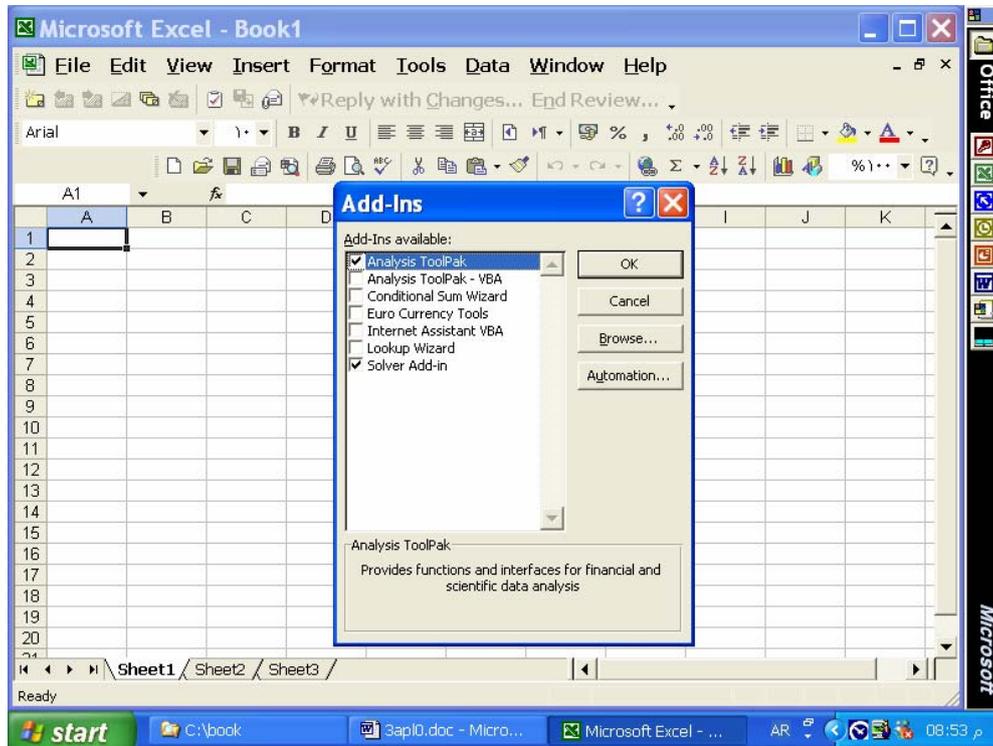
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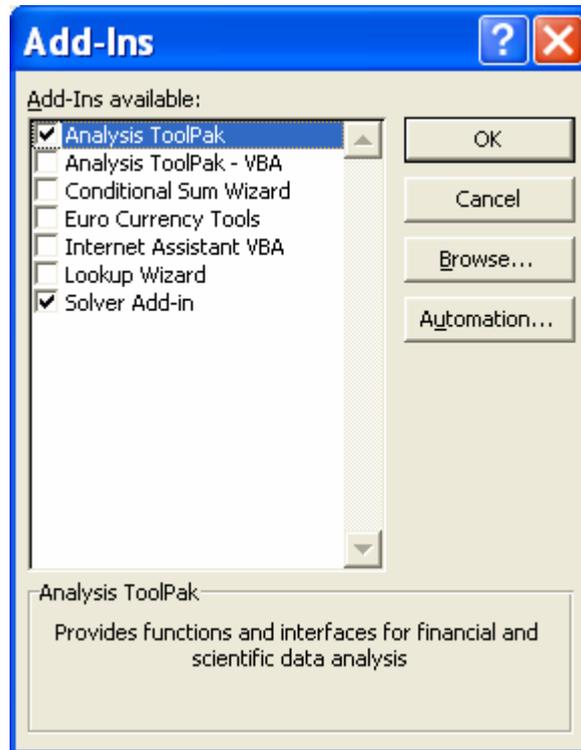
Solver

–
**Data Analysis (Analysis Solver
Tools ToolPak)
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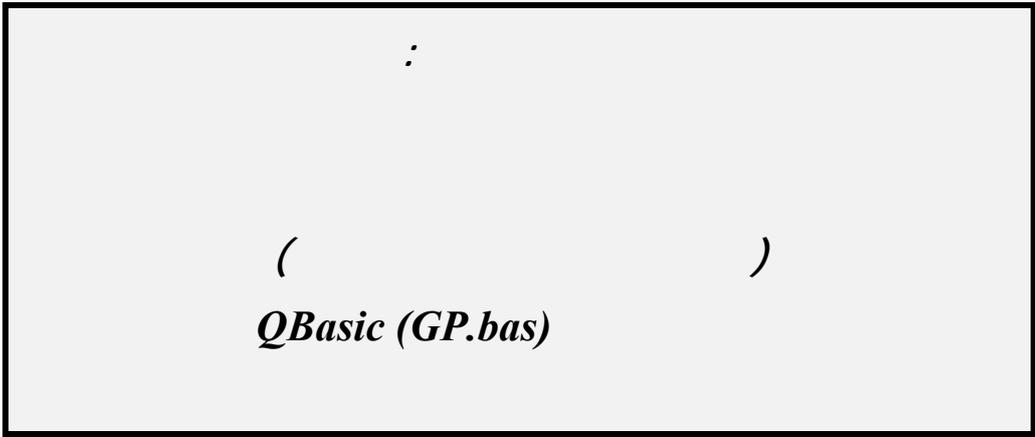


: Solver Analysis ToolPak



()

OK



() :

QBasic (GP.bas)

XYZ firm is planning its types of customers to be contacted through its salesforce. Its plan is to contact the 200 established customers and at least 120 new customers. In this respect the firm objectives are not to use any more than 680 hours of salesforce time, not to use any less than 600 hours of salesforce time (2 hours to contact established customer and 3 hours to contact new customer), and to generate sales revenue of at least \$70,000. Therefore, the problem can be summarized with priority level goals as follows:

	120	200	
	600	680	
		70	
(3	2)
:			

Decision Variables to be find via a relevant Goal Programming Model:

:

X1 : the number of established customers contacted 1

X2 : the number of new customers contacted 2

Deviation Variables:

Pi : positive deviation variable of objective i.

Ni : negative deviation variable of objective i.

(I = 1,2,...,5) 5 ... 2 1 =

Priority Level 1 Goals (Absolute Objectives) -

1,2

Goal 1: Do not use any more than 680 hours of salesforce time (minimize p1). 680

Goal 2: Do not use any less than 600 hours of salesforce time (minimize n2). 600

Priority Level 2 Goal -

Goal 3: Generate sales revenue of at least \$70,000 (minimize n3).

70

Priority Level 3 Goals (Management believes that goal 5 is twice as important as goal 4) 5:4 -

Goal 4: Call on at least 200 established customers (minimize n4).

200

Goal 5: Call on at least 120 new customers (minimize 2n5).

120

Goal Programming Model:

Minimize the following achievement (objective) function:

: ()

$$A = ((p1 + n2), (n3), (n4 + 2n5))$$

Subject to:

$$\begin{array}{rcl} 2X1 + 3X2 - p1 + n1 & & = 680 \quad 1 \\ 2X1 + 3X2 - p2 + n2 & & = 600 \quad 2 \\ 250X1 + 125X2 - p3 + n3 & & = 70000 \quad 3 \\ X1 + & - p4 + n4 & = 200 \quad 4 \\ & X2 - p5 + n5 & = 120 \quad 5 \end{array}$$

$$X1, X2, p1, n1, p2, n2, p3, n3, p4, n4, p5, n5 \Rightarrow 0$$

Solution:

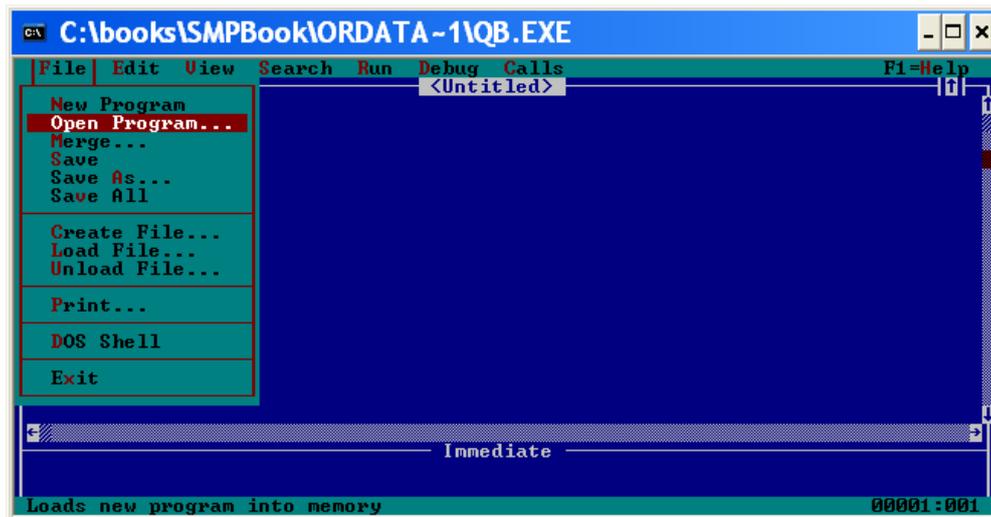
1. Run the Quick Basic program by double clicking QB.exe.
2. Click File pull down menu and select Open.
3. Select the program file GP.bas from list and click OK.
4. After the program opens, press F5 or Run from pull down menus.
5. Enter problem data as required (Number of problem objectives or goals, number of decision variables, number of priority levels, variable coefficients, RHS coefficients, coefficients of positive and negative variables according to priority levels in achievement function).

6. In case of entering mistake(s) press **Ctrl+Break** and rerun the program.
7. The program will exhibit optimal solution (optimal values of decision and deviation variables, value of achievement function) and number of simplex tables performed.

The following screens exhibit the above steps to enter and solve the goal programming model:

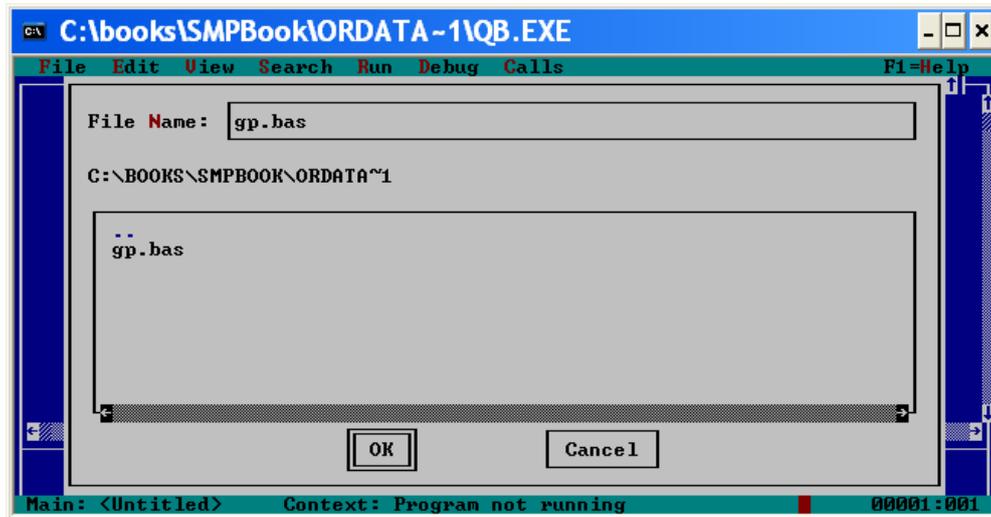
GP.bas

:QB.exe

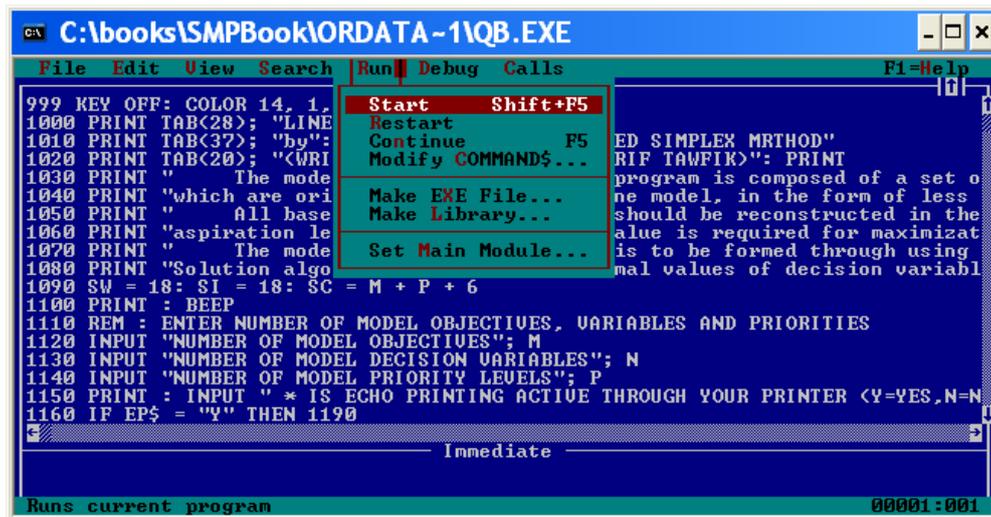


File

QB.exe



OK gp.bas



Run

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C:\books\SMPBook\ORDATA-1\QB.EXE
LINEAR GOAL PROGRAMMING
  by
  IMPROVED SIMPLEX METHOD
<WRITTEN BY DR. MOHAMED SHERIF TAWFIK>

The model to be solved by this program is composed of a set of objectives
(Constraints or absolute objectives, and goals or non-absolute objectives)
which are originally, in the base line model, in the form of less than or equal
<=, greater than or equal >= and equalities =.

All base line model objectives should be reconstructed in the form of equal
ities through adding a negative deviation variable [NDU] and subtracting a posit
ive deviation variable [PDU] to each objective. A relatively large positive
aspiration level (right-hand-side) value is required for maximization goals and
a small negative aspiration level is required for minimization goals.

The model achievement function is to be formed through using a pre-emptive
ordering of objectives where relevant deviation variables are selected in this
function and minimized according to their weights within its priority levels.
Solution algorithm will display optimal values of decision variables, deviation
variables and achievement function values (solution values of deviation variable
s multiplied by their weights as of the achievement function priority levels.

NUMBER OF MODEL OBJECTIVES? 5
```

Enter 5

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variables and achievement function values (solution values of deviation variable
s multiplied by their weights as of the achievement function priority levels.

NUMBER OF MODEL OBJECTIVES? 5
NUMBER OF MODEL DECISION VARIABLES? 2
NUMBER OF MODEL PRIORITY LEVELS? 3

* IS ECHO PRINTING ACTIVE THROUGH YOUR PRINTER (Y=YES,N=NO)? N

COEFFICIENTS OF OBJECTIVE NO. 1 :
  DECISION VARIABLE 1 ? 2
  DECISION VARIABLE 2 ? 3

COEFFICIENTS OF OBJECTIVE NO. 2 :
  DECISION VARIABLE 1 ? 2
  DECISION VARIABLE 2 ? 3

COEFFICIENTS OF OBJECTIVE NO. 3 :
  DECISION VARIABLE 1 ? 250
  DECISION VARIABLE 2 ? 125

COEFFICIENTS OF OBJECTIVE NO. 4 :
  DECISION VARIABLE 1 ? 1
  DECISION VARIABLE 2 ? 0_
```

3 2

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C:\books\SMPBook\ORDATA-1\QB.EXE
DECISION VARIABLE 2 ? 3
COEFFICIENTS OF OBJECTIVE NO. 3 :
DECISION VARIABLE 1 ? 250
DECISION VARIABLE 2 ? 125
COEFFICIENTS OF OBJECTIVE NO. 4 :
DECISION VARIABLE 1 ? 1
DECISION VARIABLE 2 ? 0
COEFFICIENTS OF OBJECTIVE NO. 5 :
DECISION VARIABLE 1 ? 0
DECISION VARIABLE 2 ? 1
ENTER RIGHT-HAND SIDE OF EACH MODEL OBJECTIVE. USE A RELATIVELY LARGE POSITIVE
VALUE (SAY 1000.000) FOR MAXIMIZATION GOALS, AND RELATIVELY SMALL POSITIVE VALUE
(SAY 0.1) FOR MINIMIZATION GOALS.
RIGHT-HAND-SIDE OF OBJECTIVE NO. 1 ? 680
RIGHT-HAND-SIDE OF OBJECTIVE NO. 2 ? 600
RIGHT-HAND-SIDE OF OBJECTIVE NO. 3 ? 70000
RIGHT-HAND-SIDE OF OBJECTIVE NO. 4 ? 200
RIGHT-HAND-SIDE OF OBJECTIVE NO. 5 ? 120_
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Enter

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WEIGHTS OF POSITIVE (PDU) AND NEGATIVE (NDU) DEVIATION VARIABLES ACCORDING TO TH
EIR PRIORITIES IN THE MODEL ACHIEVEMENT FUNCTION:
ENTER POSITIVE WEIGHT (OR ZERO) FOR PDU AND NDU DEVIATION VARIABLES TO EACH
MODEL OBJECTIVE TO ACTIVATE (OR NON ACTIVATED) FOR MINIMIZATION IN THE MODEL ACHI
EVEMENT FUNCTION.
FOR EXAMPLE, YOU MAY ENTER THE FOLLOWINGS WITH RESPECT TO EACH OBJECTIVE IN
ITS PRIORITY LEVEL:
- FOR ORIGINAL <= OR MINIMIZATION FUNCTIONS ENTER PDU=1 AND NDU=0
- FOR ORIGINAL >= OR MAXIMIZATION FUNCTIONS ENTER PDU=0 AND NDU=1
- FOR ORIGINAL = OR EQUALITY FUNCTIONS ENTER PDU=1 AND NDU=1
<YOU MAY ASSIGN WEIGHT MORE THAN THE VALUE 1 BASED ON THE OBJECTIVE'S IMPORTANC
E RELATIVE TO OTHER MODEL OBJECTIVES>
MODEL PRIORITY LEVEL 1 :
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 1 ? 1
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 2 ? 1
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 5 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 5 ? 0_
```

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C:\ C:\books\SMPBook\ORDATA-1\QB.EXE

MODEL PRIORITY LEVEL 1 :
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 1 ? 1
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 2 ? 1
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 5 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 5 ? 0

MODEL PRIORITY LEVEL 2 :
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 3 ? 1
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 5 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 5 ? 0_
```

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MODEL PRIORITY LEVEL 2 :
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 3 ? 1
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 5 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 5 ? 0

MODEL PRIORITY LEVEL 3 :
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 1 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 2 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 3 ? 0
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 4 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 4 ? 1
WEIGHT OF PDU IN MODEL OBJECTIVE NO. 5 ? 0
WEIGHT OF NDU IN MODEL OBJECTIVE NO. 5 ? 2
```

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C:\books\SMPBook\ORDATA-1\QB.EXE
- TABLEAU NO. 4 PERFORMED.
- TABLEAU NO. 5 PERFORMED.
- TABLEAU NO. 6 PERFORMED.
OPTIMAL GOAL PROGRAMMING SOLUTION:
*****
    BASIC VARIABLES:
    POSITIVE DEVIATION VAR. P< 2 >= 80
    DECISION VARIABLE X< 1 >= 250
    POSITIVE DEVIATION VAR. P< 4 >= 50.00002
    NEGATIVE DEVIATION VAR. N< 5 >= 60.00001
    DECISION VARIABLE X< 2 >= 59.99999
    ACHIEVEMENT FUNCTION VALUES:
    PRIORITY LEVEL 1 = 0
    PRIORITY LEVEL 2 = 0
    PRIORITY LEVEL 3 = 120
    NUMBER OF SIMPLEX TABLEAUS COMPLETED:
    Initial Tableau Plus 6 More Tableau(s).
    Press any key to continue
    
```

:

P2=80, X1=250, p4=50, n5=60, X2=60
Achievement function =(0, 0, 120)
Number of simplex tableaus completed 1 + 6

$$60 = \quad 250 = \quad :$$

$$(n5 \ 60 \times 2) \ 120$$

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