

THE USE OF FUZZY ANALYTICAL HIERARCHY PROCESS (FAHP) MODEL FOR THE PRIMARY SCREENING OF BUSINESS OPPORTUNITY, IN THE PROCESS OF ENTREPRENEURIAL ACTIVITY

*** PROF. P. SHEELA, ** MR. R.L.N. MURTHY**

* DEPARTMENT OF FINANCIAL MANAGEMENT,
GITAM INSTITUTE OF MANAGEMENT- GITAM UNIVERSITY.

** RESEARCH SCHOLAR, GITAM INSTITUTE OF MANAGEMENT- GITAM UNIVERSITY.

ABSTRACT:

Entrepreneurship is an activity of identifying a business opportunity, exploiting and transforming it into a successful business venture. But all business opportunities are not equally exploitable. There are several factors responsible for the success of a business opportunity to be best exploitable. These factors include Capital requirement, Availability of Other resources, Competition, Marketing opportunities, Government support, and Risk in execution are the most important factors that needs to be considered before taking an entrepreneurial activity. This forms a complex decision making process for the primary screening of a business opportunity with these factors. The objective of this paper is to provide a Fuzzy AHP technique as a simple and useful model for the primary screening of a business opportunity.

KEY TERMS: Fuzzy, AHP, Entrepreneurship.

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