

A MOST ADVANTAGEOUS BID EVALUATION MODEL BASED ON FUZZY ANALYTIC HIERARCHY  
PROCESS FOR SUPPLIER SELECTION

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Abstract

Numerous professional exhibition organizers (PEO) use the lowest bid that meets project specifications as the sole criterion to award bids. This approach frequently causes competitive pricecentered bidding that focuses on the lowest price. Consequently, purchasers or contractors might not receive products that meet their requirements. To address this issue, the most advantageous bid (MAB) method can be employed. However, during the process of MAB evaluations, the selection or formulation of weights for evaluation criteria and sub-criteria are often problematic for PEO calling for bids. Therefore, this study examines extant literature and expert interviews to establish the criteria and sub-criteria of MAB awarding evaluations. We employ a fuzzy analytic hierarchy process to analyze the MAB evaluation criteria and sub-criteria weights. The research results are a suitable reference for PEO conducting MAB evaluations.

Keyword : Professional Exhibition Organizers, Most Advantageous Bid, Fuzzy Analytic Hierarchy Process