

APPLICATION OF LINEAR PROGRAMMING IN PROFIT MAXIMIZATION (A
CASE STUDY OF CRUNCHES FRIED CHICKEN AT MIAMI TOURS AND
TRAVEL HOTEL IN KABALE DISTRICT)

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ABSTRACT

This project utilized the concept of the simplex method algorithm, an aspect of linear programming, to allocate raw materials to complete variables. The decision variables in the project work are the three different sizes of fried chicken (tomatoes, onions, and cooking oil) used in the production of fried chicken and the amount of raw materials required for each variable. It was observed that big fried chicken should be produced because it contributed objectively to the profit of the hotel.