

Determination of The Most Suitable Location For Retail Shopping Store By Using Geographic Information Systems Technology: A Case Study of Konya/TURKEY

Fadim Koc, Fatih Iscan and Ceren Yagci (Turkey)

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SUMMARY

Geographical Information systems (GIS) are an important tool to present spatial and non-spatial data together with the ability of creating decision support systems. GIS, which is an important decision support system, used not in the fields of engineering, but also in businesses and finance. Questioning of geographical data, and comparing of it in different dimensions, conflicting, bringing up its similarities and differences, and then obtaining of net outcomes had become simple by using of these systems. Although GIS applications are intensely conducted in private in the world, they are mostly used by public sector and municipalities in Turkey. Nowadays among GIS applications, the selection of the most suitable location for a particular place are becoming popular.

This study presents a research in that an optimum location is searched as a new branch of a retail company. This study is an application based on most suitable location problem which has strategic matter for retail shopping sector which has been developing rapidly in Turkey. The application is performed for most suitable department location of SütGross Food, Animal Industry and Trade Limited Company in Konya Province. Spatial and non-spatial data as an input with non-positional population, construction number and residential areas are transferred to GIS system. A Database is occurred for these data. Retail shop areas of SütGross Food, Animal Industry and Trade Limited Company in Konya Province are determined by important criterion such as distance, population density and closeness to road. As a result of the analysis, the most suitable locations for the SütGross Company are determined separately for the Selçuklu, Meram and Karatay districts in Konya. It has been observed that the northern part of Aydınlikevler neighborhood, the center of Bedir neighborhood, the eastern part of Kılıcarslan neighborhood in Konya's Selçuklu district and the northern part of Havzan neighborhood of Meram district and the whole part of Karacigan, Sems Tebrizi, Kalenderhane neighborhoods, the western part of Aziziye, Nakipoglu neighborhoods of Karatay district.

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