

ENTREPRENEUR DECISION MAKING PROCESS AND APPLICATION OF LINEAR PROGRAMMING TECHNIQUE

Ibitoye Olayinka

Federal College of Education(special). Oyo Business Education Department School of Vocational and
Technical Education, P.M.B 1089, Oyo

Atoyebi Kehinde Olusegun

Lagos State University, Department of Economics, Faculty of Social Sciences

Genevieve Kellikume

Department of Life Long Learning, National Open University of Nigeria, Lagos
&

Kadiri Kayode

School of Management Science, National Open University of Nigeria

ABSTRACT

The paper empirically examined the impact of Linear Programming in entrepreneur decision making process as an optimization technique for maximizing profit with the available resources. The paper draws example from Kingston Joe Nigeria Limited a fast food firm who encountered some challenges in the production of meat pie, chicken pie and do not due to an increment in the price of raw materials. The paper used linear programming technique to analyse the problem encountered by this firm and therefore provide and optimum solution with recommendation that it should discontinue the production the production of children pre and do not and concentrate with production of meat pie.

Keywords: Entrepreneur Decision Linear Programming Model, Optimum Solution.