

Performance Evaluation by Combining AHP and TOPSIS Methods in Gilan Tobacco Collection

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Today's competitive world reminds all the collections that have set their goals based on the presence of both domestic and international markets, which, in order to attract investors' attention in financial markets, earn more profit in different ways including reduced cost, increased quality, followed by increased sales and more. The purpose of this performance assessment is to combine AHP and TOPSIS methods in the Gilan tobacco complex. In this research, with the survey of fifteen financial and regulatory experts, the main factors and the factors underlying the model have been identified and prioritized. Then, using the obtained model and Gilan Tobacco Collection data collected through authentic and official documents. As a result of the research, the main factors of the model, in order of priority, include the factors based on the insurance activity with a weight of 706, stock market-based factors with a weight of 164 and accounting factors with a weight of 130. In each category, the following factors To calculate the total score of the company was identified.

Keywords : Ranking, Performance Evaluation, Gilan Tobacco Collection.

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