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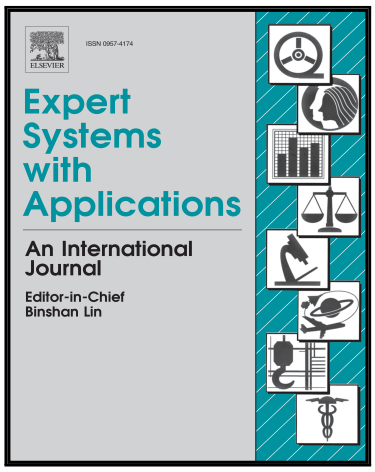

A Holistic Approach for Performance Evaluation Using Quantitative and Qualitative Data: A Food Industry Case Study

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Highlights

- A hybrid MCDM model with Fuzzy AHP, DEA (Cross-Efficiency) and TOPSIS is presented
- A real life case study involving twenty franchised food stores is provided
- Qualitative and quantitative performance measures are introduced

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