

ABSTRACT

The highest decrease in sales volume faced by traders due to the place of doing business that is located not strategic. Hence the right location to open a business is an asset to achieve the purpose of selecting the wrong location opposite will hinder business continuity. With that information system decision support system will help entrepreneurs cake to get the right location for the business of the cake. The method used in the development of decision support systems are Weighted Product Due to the time required in the calculations, and can determine the weight values for each attribute proceed with the process of ranking the so obtained alternative with the greatest value is the best alternative system recommended. The results of this decision support system in the form of alternative and suggested the best location on the entrepreneurial cake.

Keyword : Weighted Product, Alternatives, Criteria, Palembang, Decision Support System