



INSTITUTE OF SCIENCE & TECHNOLOGY FOR ADVANCED STUDIES & RESEARCH
ISTAR - Constituent College of CVM University
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Recognized in the Section 2(f) and 12(B) of the UGC Act, 1956



A Project Report on

**SPATIAL STORE LOCATION
OPTIMIZATION FOR FMCG RETAILERS: A
GIS BASED APPROACH TO LOCATION
ALLOCATION ANALYSIS**

Submitted by

DHWANI PRAGNESH SONI

(Roll no: 21GI02)

Guided by:

DR. KRUNAL B. SUTHAR

HOD, Geoinformatics Department -ISTAR

The CVM University

V.V. Nagar-388120, Gujarat, India

Academic year

2022-2023



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CERTIFICATE

This is to certify that the project work embodied in this report entitled " SPATIAL STORE LOCATION OPTIMIZATION FOR FMCG RETAILERS: A GIS BASED APPROACH TO LOCATION ALLOCATION ANALYSIS" was carried out by Miss. Dhvani Pragnesh Soni (21GI02) at the Geoinformatics department, Institute of Science and Technology for Advanced Studies and Research (ISTAR)- CVM University, Vallabh Vidyanagar fulfillment of the requirement for the award of M.Sc. (Geoinformatics) for the Project Work (101400401). This project work has been carried out under my guidance and it is up to my satisfaction.

Krunal B. Suthar
3/5/23

Dr. Krunal B. Suthar
Project Guide,
Head Geoinformatics Department,
ISTAR-CVM University



M. M. Raj
3/5/23
Dr. M. M. Raj
I/C Principal,
ISTAR-CVM University

Ref: TDC/HR/CER/2023/375

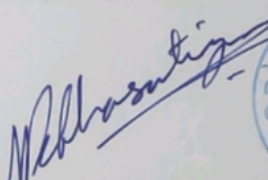
Date: 01st May 2023

Certificate for Internship

This is to certify that **Ms. Dhvani Pragmesh Soni** a Student of 2nd Year (4th Sem.) M.Sc Geoinformatics with Enrol. No 22101400301007 from Institute of Science & Technology for Advances Studies & Research (ISTAR), Vallabh Vidyanagar (Gujarat) has undertaken Internship at Theodesh Consultants -Vadodara from **1st September 2022 to 30th April 2023.**

During this period she has carried out her thesis with us, her area of thesis was **Spatial Store Location Optimization for FMCG Retailers: A GIS Based Approach to Location Allocation Analysis.** She has worked in worked in data collection, data processing and data analytics. She has been methodical in defining process and finding solution. The finding of the thesis has been of good use and expected results were achieved during the thesis.

For, Theodesh Consultants



Nilraj Chhasatiya
(GIS Head)



ACKNOWLEDGEMENT

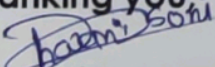
I would like to express my Sincere Gratitude to my internal Guide and HOD (Geo-informatics Dept. - ISTAR) Dr. Krupal Suthar, for his unconditional support and guidance throughout my research. I am also very grateful to my external guide and GIS Head at 'Theodesh Consultants', Mr. Nilraj Chassatiya for his encouragement and guidance. His expertise and Knowledge have been invaluable in shaping this thesis.

I am grateful to my Colleagues and Friends for their support during this journey especially to Project Manager at Theodesh Consultants Mr. Noel Parmar for his feedback and suggestions which has helped me to improve my work.

I would also like to thank my institution and our Principal Dr. M.M. Raj, I/C Principal, ISTAR, CVM University, Charutar Vidyamandal for his kind support.

I am also very grateful to my family for their unconditional support and always keeping their hopes high to me and never losing confidence in me.

Thanking you.


Dhwani Pragnesh Soni
(21GI02)