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Splash Soft Drinks Case Study

ENMA 613

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The goal for the Splash Soft Drinks Case Study was to minimize the total costs of manufacturing and distributing of the companies soft drinks by evaluating the location to place the company’s plants. This linier model was formulated using the following:



This problem was solved using the following assumptions:

* The transportation cost could be calculated for a fraction of a truck
* The transportation cost of $0.92 per mile was required both to and from each market
* Each truck could hold a maximum of 150 hectoliters