地理資訊系統與連鎖業者之區位設置分析
—以台南市鍋貼業爲例
Applying Geographic Information System to analyze the location of chain store
--- The case of fried dumpling industry in Tainan

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摘要
連鎖商店近年來發展快速，在同一個區域內可能會同時存在一些提供類似服務的
商店競爭，因爲連鎖商店提供近乎同質的商品或服務，所以消費者對於連鎖商店的區位
變得相當敏感，若能選擇適當的區位來開設連鎖商店，將能使商店的成功機率提高。

本研究利用地理資訊系統做爲分析工具，操作流程分爲六個階段，第一階段是確
定該市場是否可以容納新店，第二階段是用地理資訊系統軟體來排除因自然環境因素影
響或與現存商店衝突的不宜設店的地點；第三階段是分析台南市各區域之人口密度及推
估各戶之消費能力，並考慮各種因素後，找出對鍋貼這樣食品有較高潛力之區域；第四
階段是運用地理資訊系統來挑選高潛力地區中可設店的地點；第五階段是探討在這些潛
在區域中設店後其可能服務的範圍有多大；第六階段是依照各區域的市場潛力高低來決
定開店的順序。

本研究以台南市爲實證區域，經過分析後，成功找到 13 個新設店址的替選方案，
顯示本研究所提出的分析流程確實可以作爲開店選址的決策參考。

關鍵字：地理資訊系統、連鎖商店、區位
Abstract

The rapid developments of chain stores in the recent years makes it common to see several stores providing similar services and compete in the same area. Consumer’s perception toward the chain stores become sensitive because they offer very similar goods or services, therefore, if one can select a proper location to found the store, the successful probability could be highly increased.

The study employed Geographic Information System (GIS) to be the analyzing tool to conduct the survey, the process included six stages: the first one is to make sure if the selected area can have a capacity of new stores; the second one utilized the software of GIS to expel the natural environment factors that will conflict with the existing stores; the third one is to analyze the population density of different areas of Tainan city and estimating the buying power of each household, then find out the higher potential area of fried dumpling industry; the fourth one tried to find out the proper locations from higher potential areas by utilizing GIS; the fifth one explored the potential service areas from the potential areas after funding the stores; the sixth is to decide the funding order by the potentiality of different areas.

The empirical study covers Tainan city, thirteen were successfully found after analysis. The results indicated that the procedure could be helpful for founding the location of a new store in practice.

Key words: Geographic Information System, chain store, location