

# Competitive Facility Location Problems

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ALGORITHMS AND  
COMPLEXITY GROUP

## Given:

- Set of possible facility locations:  $I$
- Set of customers:  $J$
- Number of facilities the leader can open:  $p$
- Number of facilities the follower can open:  $r$

## Goal:

Choose  $p$  locations for the leader to **maximize her market share**

## Customer Behavior and Type of Demand

- Binary
- Partially Binary
- Proportional
- Elastic demand
- Inelastic demand