

# **DEVELOP A COMPUTER SIMULATION MODEL OF CUSTOMER MOVEMENTS IN A FAST FOOD RESTAURANT OUTLET**

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## **ABSTRACT**

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In this project, a computer simulation model of customer movements in a fast food restaurant outlet is developed by using Arena Simulation program. Simulation involves building mathematical models that attempt to act like real operating system. In this way, a real-world situation can be studied without imposing on the actual system; the fact of saving time and money with great flexibility and accuracy also can be achieved.