

ABSTRACT

The sales management information system is developed to improve the existing system which is currently done manually. Many problems occurred such as the redundancy of the customer information which either is not available or arrived late or is not reliable. The excessive paperwork is produced every working day. This complication of the manual system is a serious problem.

The proposed computerized system will provide a more efficient information system. The company can perform the many steps of operation, in time and accurately. Customers favor the firms that can deliver the goods on time. Sales representatives can send in their order every evening, in some cases immediately. The order- fulfillment department can process these orders quickly. The warehouse can send the goods out as soon as possible. And bills should go out promptly. The information system is a critical element in effective marketing.

For the competitive advantage, this new system covers the analysis, design and implementation of sales management information system. It is also with user friendly. The new system can improve the speed and accuracy of work flows between departments and it can provide many reported substantial gains in efficiency.