

ABSTRACT

In today's global marketplace, efficient exchange of information enables has wildly become E-business marketing to satisfy customers with the new technology. The most important thing to reach the customer satisfaction is to enhance the business and gain more competitive advantage. The role of graphic design and multimedia presentation becomes the vehicle for the successful and timely exchange of information to make their business prospectively credible and improve management handling.

The system development project focuses on developing a computerized system to enhance the existing business operations using real-time processing. The system provides technical and customer support for both Cross-selling and Up-selling. The analysis tools such as Data Flow Diagram, Data Dictionary, Decomposition Diagram, Structure Chart, Module specification, Process Specification are used for developing the environmental model and behavioral model.

The project provides the sales and marketing Information System for web development business and consulting firm. The new system is beneficial to businesses which require to enhance their brand image, increase market share, or access new channels of distribution. It also allows immediate access to the information, and provides more up-to-date information for the marketing and sales to meet customer satisfaction. Moreover, it provides the convenience and fast service to generate the output reports, record and search data systematically.