

ABSTRACT

Direct Response TV or as shortly called “DRTV” is one of many direct marketing tools. Since Siam TV Media aggressively launched its first TV commercial spots in the name of “TV Media”, Shopping via TV has become very popular. The reasons behind this are the convenience and satisfaction money-back guarantee. The customers just sit in front of their television sets and order the products by just dialing the telephone number on the TV spot. The products will be delivered to them by the address they give. The 30-day satisfaction guarantee allows them to return the products within 30 days if they are not satisfied with the products and are refunded the money. E-Commerce is another distribution that diversify the market.

However, though the company has operated the business for more than 3 years, the slow delivery is the problem that the company has encountered. This is due to many manual and duplicated processes that slower the elapse time of the delivery. The information system that supports the process is also the root cause of the problem. Due to many non-compatible systems of different departments, the operation staffs are required to input, edit, the same data in different systems. This crates human error and human resource redundancy. The result of slow delivery is the up-front cancellation. The customers refuse to receive the products they order by the reason of slow delivery than they expect. This project will study and analyze the business process and its supported information system that affects the delivery process. The solution to the problem will be proposed by choosing the best from 3 candidates. The proposed system and information system will also be compared with the existing system in term of cost and benefit. The proposed process and its information system are aimed to reduce the delivery elapse time and up-front cancellation.