

## ABSTRACT

This project represents an analysis and design for Marketing Information System of White Swan Textiles Co., Ltd. The new computerized system is developed to improve the business process in marketing function of White Swan Textiles Co., Ltd. and to solve the problems occurring in the existing system.

The existing Marketing Information System is based on a manual system. All data is stored on paper and kept in filing cabinets. The existing system requires a lot of staff to operate and maintain the system, and this causes high labor costs. In addition, the manual system consumes a lot of time for data processing and causes the system lack of effective management information to support decision-making. The new computerized system, developed using system analysis and design techniques, is proposed to replace the existing system. The new system consists of five clients and a server connected by LAN and implements on the program outsourcing. The proposed system helps to minimize incorrectness, number of staff, data processing time, the problems of manual system, and increase throughput in operating the business. The cost analysis of the computerized system is determined by using payback method and the break-even methodology. The cost of manual system and the computerized system will be equal in 8 months of operation and then the accumulating cost of computerized system will be lower. The new computerized system provides user-friendly, speed up data managing and provides accurate up-to-date information.

The system development costs will be recovered by the cost saving and cost avoidance benefits after implementation. After users become familiar with the new system, it is found out that the organization gets more efficient information to support decision-making than before.