

ABSTRACT

This project is a system analysis and design of the Agency Model System of Massy Agency Models Company. The project aimed to improve the efficiency of the business operation. The system analysis and design involves the study of the existing system of the company, analysis of the existing problems, selection of the best alternatives, development of new proposed system, estimation and evaluation of the budget for proposed system, and the planning of system implementation.

The current problems of the existing system come from the use of manual system. Manual system cannot support the growth of the company because it cannot handle the large number of transactions. The information inquiry also takes a lot of time and effort. The required information cannot be delivered in time to be used. The operation cost of the manual system is very high and not suitable for long-term business.

The computerized system is introduced to deal with the above problems and increase the efficiency of the system. The computerized system is implemented according to the system analysis and design theories. Many methods of research are applied for identifying the requirement of users. The proposed system is designed to satisfy customers' needs. The hardware, software, and network are also designed in this project. The system development cost and budget is estimated wisely for the investment. Many analysis methods are used in the evaluation. The analysis shows that the payback period is not too long, and the accumulated cost of the proposed system is lower than the accumulated cost of the existing system in the long run. The proposed system also delivers many tangible and intangible benefits to the company.