

ABSTRACT

Asia Vehicle company limited is established from the year of 1968 to run automobile business in Thailand. The company started business with the import of vehicles to be sold directly in Thailand. Number of staffs at the beginning was around 20 or less. Sales function was also proceeded by the company itself by a few salesman. At that time, there was a few company running such kind of this business. This is a good opportunity of Asia Vehicle co.,ltd. to start the business, together with the economic growth, the company can proceed very well as expected.

Gradually the company provided several kinds of marketing strategies in order to increase sales volume. Due to the rapid growth of the economic, the company started to expand the business to be the one stop sales.

According to the huge volume of data and more competition in the same industry, the company decided to use computer to control all data and generate information for management.

Now the company itself utilizes the computer resources to all business functions to be the full computerized company. Even the computer processes are going very well, the company is trying very hard to utilize the computer resources to be more efficiency by developing non business system to reduce manhour and human error. The Office Goods Ordering System is the first system on non business function and also will expand the development more and more.