

ABSTRACT

Fortuna is one of the most trustful, secured jewelry shop and located in the main central of Chiangmai, Thailand. The company was formally established in 1988 under the name Kun Heng Jewelry and Gold Smith. In the year 1998, the company has expanded its first offshore branch in Sydney, Australia. The company was renamed internationally “Fortuna Jewelry”.

Fortuna is now a fully integrated jewelry manufacturer and retailer with skillful in-house designers and craftsman. In the past decade, Fortuna has experienced a rapid development in both its export and local business. Fortuna today employs over twenty highly skilled employees in its 120 square meter factory. The showroom inventory of Sales Department and Customer Services is currently handled by manual process. After the offshore branch has successfully established and operated, the manual process seem to be obsolete because of more data information which keep building up as the business gradually grows. The existing system encounters many problems such as long processing time, lately delivered report, and so on. With the expansion of the business, they insist to use advanced production technology, modern management and computerized system.

Using top-down structured analysis and design technique develops the proposed system. The new proposed Information System will be developed to replace the manual system. It will use network database to support the system, which will provide accuracy, timeliness, and complete information needed by Management Department and other departments in the organization. It will solve the problem of manual system, decrease the high maintenance cost, and increase customer satisfaction.