

ABSTRACT

This study analyses the marketing problems for Sales & Marketing Information System of Mui Kwang Vacuum Coating Company. A marketing plan is offered to overcome the problems. The study begins with a literature review on sales and marketing philosophies.

The study revealed problems for immediate attention: The current existing Sales & Marketing Information System is based on the manual and some computerized system. Most of the data is stored on paper, while some parts are kept in the Microsoft Excel, and stored in the Hard disk on a personal computer. It requires many operating staff to maintain the system, and has to face the general problems of manual system, which are error-prone, with a high maintenance cost.

The study emphasizes on the new system, which can provide a better and easy operation without mistakes and redundant work. Furthermore, the new system should encourage the users in better controlling, planning, evaluating, and decision making. It is not only try to utilize the existing resources, but also set to up a computer system to support the users for more efficiency and effectiveness in operations. All data is kept in the database server, Microsoft Access 7.0 Server Extension. It will reduce the number of administrative staff, solve the problem of manual system and decrease the high maintenance cost.