ABSTRACT

This system development project presents the analysis and design of Sale and Marketing Management Information System. The project is developed to solve the problems of requiring too much time to track data for use, including general problems of the manual system. The objectives of this project are to study and understand the existing system of Sale and Marketing Department of the gold shop, keep track of all customers and wholesalers, improve the daily operation of each transaction and also control and help the management for analyzing and making decisions in the company.

The study of this project begins with the required definition and analysis of the existing system. Information system analysis and design tools such as context diagrams, data flow diagrams, data dictionaries, entity relationship diagram and structure charts are used to analyze both the existing and proposed systems. Candidate solution matrix is also used to compare various alternatives in order to come up with the most effective solution. Capital budgeting models such as the payback method, the cost-benefit ratio, and the net present value are used to evaluate the proposed system.

It was found that the new computerized system is implemented to replace the manual system. All data are kept in the database server, Microsoft Access 2000, on Microsoft Windows 2000. The user interfaces, moreover, are developed on Microsoft Visual Basic 6. It will reduce time in processing, solve the problem of manual system and decrease the high maintenance cost.

To further improve the proposed system, it is recommended that an E-commerce solution be developed and implemented. This will allow customers to access the system more easily as well as faster.