ABSTRACT

To be competitive in the business world nowadays, an organization needs to have information to aid its future planning and strategic decisions. An Information Resource System is developed to serve the work of Resource Center Division of Leo Burnett Ltd. as being the source of information of the whole organization. The system covers 4 areas according to the responsibilities of Resource Center Division—News Collecting, News Reporting, News Requesting and Cost Controlling.

The current system of Resource Center Division is not quite efficient in facilitating workflow, staff communication and data availability. This leads to the excessive use of resources, such as office supplies and man power. The proposed Information Resource System offers a customized solution to the problems. It gives better control over information and reduces the use of resources in performing functions. From the Cost/Benefit Analysis, the proposed system will be able to pay for itself within a period of 3 years.

The proposed system provides the possibilities for future expansion in the area of news collecting using Thai Optical Character Recognition (OCR) software. To be more useful and comprehensive, the system can be expanded to allow clients access to news reports and other information via the Internet, and can be used to store other kind of data, such as print advertisements, radio spots, TV commercials or etc.