

## **ABSTRACT**

This system development project was developed to improve the existing operation at Computer Department, one department of TOA Company Limited and the department have to share information to another divisions as well. The emphasis is on the computerization of Sales and Marketing Information System. By manual operations, the existing system does not produce timely and correctly information due to excessive paperwork.

To find the best information for this department, the project is established by using many tools of structured analysis and structured system design such as context diagram, data flow diagram, data dictionary and software design. The key areas computerized are caution and maintenance of application form, sales order, sales analysis system. And the major output of this system development project is computerized system that could provide the Computer Department an effective tool to provide better service to customers and another divisions in the organization.