

ABSTRACT

The Sales Operation Information System for Neo Packaging Co., Ltd. is developed to improve the existing system that currently processes it manually. The problems such as the redundancy of customer's information and incorrect input data with a large amount of paper produced occurred.

The computerized system will improve the existing system to provide the correct information at the right time.

Therefore, the new system is designed to be a competitive advantage to the company business, and also promote the company to gain the higher customer's satisfaction. This system covers the analysis, design, and the implementation of Sales and Marketing Operation Information System. It also implements with the friendly user interface, and provide the important report for being a part of the management's planning, forecasting, and decision making process.