ABSTRACT

In an advertising firm, the advertising information is very necessary for researching new idea for creating attractive advertisements. However, the existing processes of collecting, categorizing, and searching the advertising information are done by librarian. For some cases, the creative staff requests for data from other countries. The problem is these processes take long time as well as use a lot of resources.

This project presents feasibility study of implementing the Media Management System (MMS) by using Lotus Notes R.5 which is developed by MMS Team in Hong Kong for solving these problems together with the stages of the implementation. The objectives of this project are to share ideas of advertising information among ADVER group of companies, to create centralized information for advertising research, to provide data for creating advertisements, to reduce cost and time of searching advertising information, and to increase efficiency of creating advertising. Scope of this project focuses on the feasibility study and implementation plan of MMS in Thailand.

The MMS changes the processes of the existing manual systems by having librarian to store information into the MMS. The creative staff retrieves information from the MMS. Creative staff submits request for more information to the MMS. And the MMS sends advertising information to the MMS in Hong Kong.

There are existing computer systems in ADVER which reduce the total costs of implementing the MMS. By using the breakeven analysis, the breakeven point is at 2.06 years. Therefore, the implementation of the MMS in Thailand is feasible.

It is recommended that the MMS should be integrated into the other systems to gaining maximum profit of Knowledge Management. The MMS should be implemented as a centralized and consolidated MMS server for all advertising firms in Thailand for reducing the cost and time spend for each advertising project.