

PROJECT TITLE MANAGEMENT INFORMATION SYSTEMS
 FRAMEWORK FOR BEVERAGE FIRM

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ACADEMIC YEAR 1990

ABSTRACT

KICKAPOO(THAILAND) CO.LTD., was established in 1970 at Bangna, manufactures and distributes only on soft drink. In 1981, the company diversified into milk industry by manufacturing the soyabean milk. Nowadays, milk sector account for 85% of total revenues of the company. The major marketing strategy employed by company relies on the development of a wide and efficient distribution network, cost reductions, introduction of new product packaging, advertisement, and sales promotion. The product line can be classify by package types. For soft drink are: Cans and Returnable for milk are: Tetra Brik Aseptic cartons, Returnable bottles, and Non-returnable bottles. "LACTASOY" soyabean milk is positioned as high-quality and protein-rich without cholesterol and lactose. Target group include health-conscious, infants and children specially those who have lactose intolerance problems. The plain and chocolate flavors with 3.2% protein contains in Tetra Brik Aseptic cartons, are placed in supermarket in direct competition with milk.

KICKAPOO (THAILAND) CO.LTD., is a 500 million baht (annual sales) company with about 650 employees. The basis structural organization of the Company classically into four line divisions: Sales and Marketing Division, Finance and Accounting Division, Manufacturing and Production Division and Personnel Division. With centralized management, top management is responsible for most of the important decision, and little decision making authority is left to the lower levels of management : operational, tactical, and strategic. Managers at each level have an ongoing need for information that will enable them to better use the resources at their disposal to meet company objectives and to perform the management functions of planning, staffing, organizing, directing and controlling.

The information system in KICKAPOO(THAILAND) CO.LTD., based on manual system. The data file are decentralized and physically located within the individual departments, and each department work as a portion of the organization's data. The current system is probably working relatively fair, most problems that occur are usually because of the high volume or increased growth that the company is encountering. The recent expansion has increased the data transaction, so the current manual information system is not meeting the information needs. So, the Company needs computer information system.

To design modern management information system for KICKAPOO (THAILAND) CO.LTD., first the information needs and sources of managers are gathering and the integration of data are specified. Then, integrated management information systems are designed and the information systems

that support the Sales and Marketing Division, the Finance and Accounting Division, the Manufacturing and Production Division and the Personnel Division are created. For decision support systems, the use of simulation is suggested. To have report that cover major aspects, the information and report needs for management are specified. The control is outlined. The last activity is the estimation of cost and benefit.

Finally, to be competitive in dynamic beverage industry nowadays, KICKAPOO(THAILAND) CO.LTD., should implement modern computerized management information system. This report is practicable for eventually developing an overall Management Information Systems for the company. Recommendation to computer application, starting with the accounting information system. Management Information Systems developer can readily make use of software package currently available in the market reveals the existence of software package by MCBA, COMET TOP, and COPAS, any of which may be adapted to company requirements. Thus a tremendous saving in implementation time can be achieved by just modifying any of the ready-made package.