

MARKETING INFORMATION CONTROL
SYSTEM
(MICS)

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ABSTRACT

This document titled Marketing information control system shortly referred to by MICS, contains useful reading material for anyone interested in planning and implementing an Information system for the use of Marketers. The MICS was designed and developed to provide online information retrieval of customer and products and the related computing facilities, primarily to IBM Marketing Professionals.

The reader will immensely benefit from the specification and design section of this material as this section describes in great detail the system designed. Clear diagrammatic techniques are used to well explain the system.

The implementation section will also be of interest to anyone who is planning to implement a similar system. The Author is describing his own experience in implementing the system at IBM Sri Lanka. The unforeseen problems he encountered during the implementation phase is described in detail and this information may be of great benefit to future Implementers and system designers.



The system is currently under use at IBM. The users of MICS will find the evaluation section useful as the system is very critically evaluated from an end user point of view.

The future work section will be useful to by anyone who is likely to continue the work and further enhance the system to provide fully-fledged facilities for departments other than Marketing. The Author has clearly expressed his unrealised ideas and how they can be achieved.