Sales and Marketing (SM module)

Module description

This automates the functions of the marketing Departments in marketing the products and services, it ensures that services are correctly availed to the customers, customers receive quality products from the money that they spent. It also automates the storing information such as purchased items, item prizes etc.

Functions;

* Store information such as purchased items, in-stock items, item prices etc.
* Suggest modes of marketing products.
* Profit maximization
* Monitoring the product development process.

**Pseudocode for setting/storing item prices**

Start

Numeric productionCost

prompt for username,userPassword,itemCode

Get username,userPassword,itemCode

IF (username==”Manager”) AND (userPassword==”####”

Display “Please enter the price of item”

Get itemPrice

IF(itemPrice>productionCost)

Display ”Good decision,the entered price allows for profit maximization”

IF(itemPrice<productionCost)

Display “Bad decision,the entered price does not allow for profit maximisation ”

End(IF)

Else

Display “ You are not authorised to set item prizes, Please try again later”

End

Stop

**Pseudocode for determining marketing strategy.**

Start

strategyNum1=0,strategyNum2=0,strategyNum3=0

Display “Please provide the item’s code to determine which strategy sales the most ”

prompt for itemCode

accept itemCode

IF (strategyNum1>strategyNum2) AND (strategyNum>strategyNum3)

Display “The best strategy to market this item is through + ”strategyNum1”+ because it has more sales”

IF (strategyNum2>strategyNum1) AND (strategyNum2>strategyNum3)

Display “The best strategy to market this item is through + “strategyNum2” + because it has more sales ”

Else

Display “The best strategy to market this item is through + “strategyNum3” + because it has more sales ”

End

End

End

Stop

Flowchart

**Flowchart for setting up item price**

prompt for username,userPassword,itemCode

Get username, userPassword, itemCode

If username==”manager” AND userPassword==”####”

NO

Display”You are not authorised to set item prices,Please try again”

Display”Bad decision,the entered price does not allow for profit maximization”

YES

Display “Please enter the item price”

NO

If itemPrice>productionCost

Get itemPrice

YES

Display”Good decision,the entered price allows for profit maximization”

**Flowchart for determining marketing strategy.**

Display “Please provide the item’s code to determine which strategy sales the most ”

prompt for itemCode

Get itemCode

IF (strategyNum1>strategyNum2) AND (strategyNum>strategyNum3)

Display “The best strategy to market this item is through + ”strategyNum1”+ because it has more sales”

YES

YES

NO

IF (strategyNum2>strategyNum1) AND (strategyNum2>strategyNum3)

YES

Display “The best strategy to market this item is through + “strategyNum2” + because it has more sales ”

NO

Display “The best strategy to market this item is through + “strategyNum3” + because it has more sales ”