

## **System Proposal**

### **Marketing Information System & Sales Information System for Glory**

- **Profile of the organization**

Glory is a small-sized company founded in 1998 that manufactures and designs bicycles in Chicago, Illinois. The firm is dedicated to produce the cutting-edge and environment-friendly electric bikes with beautiful appearance. Over the years, the firm has received several honors and praises for producing innovative and high-quality e-bikes. However, due to poor marketing performance, failure to identify target customers, high selling prices, and high competition in business markets, the firm has a hard time selling as much as bikes as it produces, which leads to great deficit and could even make the firm go into bankruptcy. Starting this year, the company wishes to make some changes to their internal systems and is in hope of getting better.

- **System needs**

Under this circumstance, the company is facing challenges that are both internal and external. Internal issues: ineffective marketing campaigns to generate sales, failure to identify target customers, undynamic selling price plans which has led to decrease in sales. External issue: being in a highly competitive market, where differentiating from competitors is challenging. Based on these difficulties it is recommended that the company needs systems that could help with developing effective marketing campaigns, targeting specific customer groups, providing more dynamic selling price ranges, and coming up with innovative approaches to stand out in the market. Therefore, the company needs to deploy Marketing Information System as well as Sales Information System.

- **Target users and stakeholders**

The target users are those who will be involved in these two systems. These target users include:

1. **The Marketing People:** The marketing people will be primarily using Marketing Information System to tackle with all kinds of challenges related to marketing functions like planning for sales, developing effective marketing campaigns.
2. **The Sales Manager:** The sales manager will be using Sales Information System to adjust current sales plan which aims to align with more

dynamic selling price ranges to attract more potential customers.

3. **Customers:** Although customers will not be directly using Sales Information System, they will certainly be affected in positive ways from this Sales Information System.

- **Key functions:**

- **Develop more effective marketing campaigns:** MIS will help the company develop effective marketing campaigns compared to the past by gathering, analyzing customer data and suggesting strategies based on current market trends.
- **Identify target customer groups:** MIS helps the company identify their target audience by collecting, analyzing customer data like customer behaviors and preferences to give businesses insightful information.
- **Enhance pricing strategies:** SIS helps the company to identify price points that maximize sales without reducing profit margins and enables the company to offer strategic discounts and promotions.
- **Win over competition:** MIS helps the company to track other competitors' operating strategies and customer sentiment, so the firm can act accordingly based on this information. Besides, it helps the company to know market trends and suggest feasible approaches to gain competitive advantages.

- **Budget and timeline**

- The two information systems will take the company three months to develop and finalize.

The timeline is:

Plan	2 Weeks
Analysis (Requirements)	4 Weeks
Design	3 Weeks
Implementation	2 Weeks
Maintenance	1 Week

- The budget breakdown is:

<i>Name</i>	<i>Cost</i>
<b>Hardware (application server,</b>	<b>\$1,000</b>

network)	
Software (DBMS)	\$300
Project Manager	\$60/hour*384=\$23,040 (8 hours *4 days*12 weeks = 384 hours)
System Analyst	\$55/hour*384=\$21,120 (8 hours *4 days*12 weeks = 384 hours)
Developer	\$55/hour*384=\$21,120 (8 hours *4 days*12 weeks = 384 hours)
Tester/QA	\$55/hour*384=\$21,120 (8 hours *4 days*12 weeks = 384 hours)
Total Amount	\$86,700

- **Tangible and intangible benefits**

- Tangible benefits:

- ◆ **Increase sales revenues:** Efficient marketing campaigns and dynamic selling price strategies have a potential to increase the company's sales revenues by 40%.
- ◆ **Increase market share:** Great analysis about other competitors' strategies and market trends will increase the company's market share by approximately 15% because of high customer traffic.
- ◆ **Decrease non-necessary expenditures on marketing activities:** Sound and efficient marketing campaigns will reduce the non-necessary inefficient costs by 50%.

- Intangible benefits:

- ◆ **Popularity:** With great approaches to marketing activities, the company will gain more popularity on the e-bikes market and more and more customers will be aware of this company's brand compared to the past.
- ◆ **Competitive advantage:** Good analysis about competitors' and customers' data as well as the company's high-quality produced e-bikes will put the company at an advantage position on the bikes market compared to other bike firms.
- ◆ **Visible customer traffic:** More dynamic selling price strategies and an understanding of target customer groups will increase the

company's visible customer traffic in good amount.

### **References**

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