Dear Sir,

With much honor we would like to saying that you have just opened a new MIS department in your Business. This new one will be more efficient and it offers various solutions to your problems and anything that you would ask for. We can bring solutions Meghna Group of Industries, Abul Khair Group, AKIJ Group, Meridian Group has already opened this department and increases their sales volume over as short a period as possible.

LIST ACTUAL OBJECTIVES HERE

* PSOM Visiting Reports
* Product availability, Competitors Market Share, Out of Stock (Own Outlets) Reports
* Compliance of the Customers
* Documentation Checking
* Man Power Status Checking
* Brand wise Sales Verification Checking
* Stock Checking
* Field Visit

Before the MIS team leaves the site at the end of the fieldwork phase, a short massage will be provide to you to discuss preliminary findings raised and any outstanding information. We are dedicated to providing you with the best service that you deserve. We have acquired a performance certificate from a global company that will be following green practices as we go on with this operation.

Our mission is to help you achieve your company’s goals by providing you information about the effectiveness of internal control and by recommending courses of actions which improve performance.

If you have any questions about this proposal, please do not hesitate to call at -

**Marketing Information System (MkIS):**

MkIS is a continuing and interacting structure of people, equipment and procedures together,sort,analyze, evaluate and distribute needed, timely and accurate information for use by marketing decision makers to improve their marketing planning, Implementation and control.

-Designed specifically for managing the marketing aspect business.

-Intended to bring together disparate items of data into a coherent body of information.

Marketing information systems (MIS) is the study of people, technology, organizations, and the relationships among them. MIS professionals help organizations realize maximum benefit from investment in personnel, equipment, and business processes. MIS is a people-oriented field with an emphasis on service through technology.

Marketing [information systems](http://en.wikipedia.org/wiki/Information_system) are used for data managing to make searching, analyzing data, and spring information easier. Marketing information systems are distinct from other [information systems](http://en.wikipedia.org/wiki/Information_system) in that they are used to analyze and facilitate strategic and operational activities.

**Features of MkIS:**

**Continuous System:**

Permanent and continuous system of collecting information.

**Basic Objectives:**

To provide the right information at the right time to the right people to help them take right decision.

**Computer based System:**

Use computer, so is up to date and accurate.

**Future Oriented:**

Provide information for solving future problems.

**Sources:**

Collects information from both internal and external sources.

**Collects Marketing Information:**

Information about consumer competition, marketing information.

**Helps in decision making:**

Supplies up to date and accurate information that helps take quick and right

**Role of MkIS in Decision making:**

-To improve the efficiency of a company’s opportunities.

-To collect information about the needs of the consumers.

-Analyzes marketing information and gathers it from sources inside and out an organization.

-Facilitates marketing planning and control.

-Provides marketing intelligence for the organization.

**Components of an MkIS:**

-Internal Reports system.

-Marketing Intelligence system.

-Marketing decision support system (DSS).

-Marketing research system.

**Advantages of MkIS:**

-Marketer’s understanding of their decision environment is increased.

-Decision making effectiveness is upgraded.

-Information value is improved.

-Giving an overall picture of the company.

-Companies are able to identify their strengths and weaknesses due to the presence of revenue reports,

employees' performance record etc. Identifying these aspects can help a company improve its business

processes and operations.

-Acting as a communication and planning tool.

-The availability of customer data and feedback can help the company to align its [business processes](http://en.wikipedia.org/wiki/Business_process)

according to the needs of its customers. The effective management of customer data can help the

company to perform direct marketing and promotion activities.

-MISs can help a company gain a [competitive advantage](http://en.wikipedia.org/wiki/Competitive_advantage). Competitive advantage is a firm’s ability to do

something better, faster, cheaper, or uniquely, when compared with rival firms in the market.

**What will we do?**

We can fixed, regularly scheduled reports based on data extracted and summarized and through to middle and higher management to compile information from a wide range of sources to support problem solving and decision making.

POSM (Point of Sales Materials): Point of Sale materials are used for executing advertising campaigns, exhibitions and presentations. As an effective marketing tool, well thought out and properly presented POSM attract consumer attention and promote the brand. Due to their appealing and informative nature, POSM are capable of stimulating purchases directly at the point of sale.

* Festoon
* Stoppers
* Price tags
* Packaging
* Promotional stands
* Roll-stands
* Banners
* Hard posters.
* Bill Board, etc.

You can monitoring yours display with this MIS team and getting boost information like as-

* Competitors POSM presence
* Companies own POSM status
* Observe the potential area for POSM setting
* POSM are in right display or not

Product Stock Checking (Own office, Field and competitors):

Man Power Status Checking:

Brand wise Sales Checking:

Out of Stock Survey (Own product):

Competitor’s activities monitoring:

CPR/B.S.R/DSS/ADS Checking:

**MIS Reporting Format**

**Details under the given bellow:**

1. Official Report
2. Field Report
3. **Official Report:** We have a skilled team in our office who has been working hard and generate informative report by collecting data from all over the Bangladesh. We are generating our reports by custom designed Software and some from Microsoft applications. Some of Report headings are following:
   1. Daily Sales Report
   2. Monthly Sales, closing stock, Damp.
   3. Trade Marketing(Consumer Contact, Poster, buntings, Sign board, Wall painting follow up and reporting.)
   4. Logistics (Van, Cycle, Baby Van, Total Manpower)
   5. Memo Message.
   6. Call Productivity and Strike Rate.
   7. Route wise target.
   8. Division wise Trade Marketing Report.
4. **Field Reports:** We also have a skilled team in our field level all over the Bangladesh. They work hard to find the updated information form the field. We divide the report in three departments. The departments are following:
   1. Sales Marketing
   2. Trade Marketing
5. **Sales Marketing:** In Sales Marketing Department different types of reports are given by the team. Some of the report headings are followings:
   * 1. Territory Wise Report
        1. SOT (Sales Out Time) Report
        2. Territory Sales Report
        3. Route Wise BSR Report
        4. Memo & Sales Report
        5. Product Sales out Report
        6. Route Wise Zero Sales Report
        7. Sales Register Not Found Report.
     2. **Field Visit Report**
        1. No……… Found Report
        2. Outlet wise Damp Report
        3. Outlet wise Stock Report
        4. Outlet Wise Lifting Report
        5. Report on DSS(Daily Sales Statement)
        6. Report on Memo Book
        7. False Sales Report
        8. Excess Memo Shown Report
        9. Outlet Un coverage Report
     3. **Other Special Work Report:**
        1. Report on Cash back offer
        2. Merchandizing Activities Report: POSM
        3. Market Environment Report
        4. Competitor Activities Report
        5. Product Stock & Market Price Report
        6. Vehicle Report.

**We have Daily/Weekly/ Monthly activity build up team and try to give best result of your organization:**

|  |  |  |  |
| --- | --- | --- | --- |
| SL No | Activity | D/W/M | Reason for this activity |
|  | Daily/Weekly/ Monthly | | |
| 1 | Daily activities |  |  |
| Follow-up field force daily activities & give proper instructions. | D | Team handling |
| Follow-up MIS daily tour plan through field force locator software. | D | Tour Accuracy maintain |
| Received market information through sms from field force & send it to the Management & Marketing department. | D | Inform management for decision making |
| Collect field force information as per management require for decision making. | D | Help management |
| Check field force market visit software. | D | Want to know input amount |
| Check SMS software. | D | Want to know input amount |
| Maintain co-ordination between Marketing & Brand department regarding MIS findings. | D | Make good team work |
| Handle different type of field force problems & complain. | D | Make good team work |
|  | | | |
| 2 | Weekly activities |  |  |
| Follow-up weekly target oriented work & take corrective action. | W | Identify weekly performance |
| Send NSO report through e-mail to the Field respective person. | W | Help marketing team for product lifting |
| 3 | Monthly activities |  |  |
| Prepare special MIS findings report for monthly National Meeting. | M | For decision making |
| Prepare monthly MIS meeting presentation. | M | Inform management about MIS present work & future plan |
| Prepare monthly market share.(own & competitors) | M | Help management for decision making |
| Prepare brand wise Stock & Consumption report. | M | Help management for decision making |
| Prepare company wise market growth report. | M | Help management for decision making |
| Make special presentation on your organization Permanent POSM image, And send it to the Brand & Marketing department for corrective action. | M | Help management for decision making |
| Prepare monthly MIS tour plan. | M | To do target oriented work |
| Arrange monthly MIS special meeting for Training & Development. | M | Enhance performance level & overcome problems |
| Verify MIS TA/DA bill & Prepare salary sheet. | M | General work |
| Market visit. | M | Follow-up MIS work accuracy |
| 4 | Special Work |  |  |
|  | Prepare research plan according to the Management requirement. | W/M | Management need for decision making |
|  | Make questionnaire format for research work. | W/M | To get actual information |
|  | Prepare special report on research findings. | W/M | Help management for decision making |
|  | Other special work as per Management required. | W/M | As per Management need |

**MIS Field Operation Procedures:**

* Collection of route wise information over phone and prepare report on it and finally send it to respective authorities.
* Preparation of daily SMS report and it to input Departemental Software.
* Receiving SMSs from officer and its input the SMS Software.
* Monthly SMS Report send to the Incharge -MIS and presentation to National Meeting.
* Group wise SMS Shorting.
* Follow-up all officer activities according to their submitted tour plan and report it to respective authorities.
* Perform special work on given instruction form management on time-to-time.
* To attend in national sales meeting and to inform actual market scenario of respective market.

**Job Descriptions (MIS officer):**

* Planning wise Two route Visit on daily basis.
* Daily present in Territory house, observe the activities and fianlly report it to MIS Incharge, Head Office.
* Follow-up the activities of marketing team (SR, TSO and above.).
* Perform special work on given instruction form Head Office on time-to-time.
* Identify the Uncoverage Outlet.
* Identify the Day Wise Field force activities.
* Monitoring the publicity man.
* Identify the Proper way gift distribution in outlet.