

Strategic Level INFORMATION SYSTEM



A Strategic Marketing P Information P Systems

- **Sales Forecasting System** - creates different types of sales forecasts, from industry sales, product/service sales, to forecasts of market segments.
- **Marketing Research System** - handles marketing research, whether for research departments for large orgs or via consultants for smaller enterprises.
- **Product Planning & Development** - make information about consumer preferences obtained from marketing research systems.

What is Strategic Level Information System?

- it is designed to be **GOAL - ORIENTED**.

Strategic Marketing IS

- information system that handles strategic marketing activities, such as segmentation of the market based on target demographics and criteria, selection of preferred market segments, the planning of products and services to meet demands, and forecasting of sales based on market segments and products.



Strategic Production IS

- information system can provide support for production decisions, such as designing and laying-out of production facilities as well as the selection for the facilities' technologies, policies, and personnel.

A Strategic Production P Information P Systems

- **Site Planning & Selection System** - relies on a variety of internal and external sources of information.
- **Technology Planning & Assessment System** - allows top managers to make better or more informed decisions on which production technologies should be used for a product or service.
- **Process Positioning System** - vertical integration, which are processes that are to be performed for any given product or service.
- **Facility Design System** - processes information for decisions concerning proposed facilities. can be procured from site planning and technology assessment.