**Chapter I**

**The Problem and Its Background**

**Introduction**

In the world where everything is instant, computers have a vital role in the society. It is used in almost everything and people interact with computer in daily aspect of life. Computers are used in helping a man’s work faster and efficient. Also, it is a tool in such a way that many innovation happen and it becomes the bedrock of our society in these present century. A way to communicate to other people is by using Internet. Internet is a collective computer network which connects to other computer networks, it is like an information superhighway that have a massive amount of information.

Center for the Advancement of Man Inc. (ADMAN) is a premium learning/talent development & learning event/project management service provider.

**Theoretical Framework**

In developing the proposed system, the different theories below have been applied by the researchers. These theories contribute to the completion of the study.

**Conceptual Framework**

The schematic diagram below shows how the researcher utilizes the input to come up with the output.

**Objective of the study**

This study aimed to develop a Database Management System (DBMS) ADMAN DARE a System Develop that has some features of web advertisement, in order to upgrade their current system. Specifically, this would like to:

1. to enhance the comfortability of the user;
2. to create a user-friendly application;
3. to reduce the likelihood of duplication;
4. to get a faster information;
5. to reach-out more indigent people;
6. to monitor the status of the beneficiary; and
7. to inform the customer for further seminar or training.

**Scope and Limitations**

This study aims to develop a database management and information system that would help improve the process of ADMAN. Specifically:

1. to create a profile of customers/potential customers;
2. to monitor the status of the beneficiary;
3. to be able to know about the needs of the beneficiary and the office;
4. to be able to advertise the company’s events;
5. to create graphs;
6. to be able to generate reports;
7. to ensure the integrity of the data;
8. to secure the data;
9. to upgrade the performance of the current system; and
10. to establish a scalable database management system.

This research is limited to:

1. the ADMAN beneficiary;
2. dissemination of information about trainings or seminars; and
3. Region VIII;

This research will not include the non-automated process such as:

1. Surveying;
2. Going to the community;
3. Participating in seminar or trainings;
4. Interviewing of the participant; and
5. Tallying data;