# DEVELOPMENT OF DECISION SUPPORT SYSTEM FOR BEAUTY PRODUCT INDUSTRY

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## ABSTRACT

This project addresses issues on Decision Support System (DSS), which has been widely used to assist managerial decision-making in beauty product industry. It focuses on the importance of DSS systematic inventory stock control, acquisition and sales. DSS will help manager estimates the stock level of each product to prevent shortages of stock, budgeting and investment advice to achieve a good return on the cash. Besides, this system will be able to analyze the impact on the different marketing strategies and competitive actions to have success of a product.

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