

A STUDY AND DEVELOPMENT OF A MARKETING PURCHASING SYSTEM FOR GOODNITE'S MATTRESS AGENCY BY USING INTERNET TECHNOLOGY AND USAGE OF CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

Mattress is one of the necessary goods that required by every people in this world. As a result, having an online purchasing system is essential for the consumer. With the online purchasing system, they will be more convenience in choosing and purchase the mattress.

This project is to develop online purchasing system for Goodnite's mattress agency which entitled as 'A Study and Development of a Marketing Purchasing System for Goodnite's Mattress Agency by Using Internet Technology and Usage of Customer Relationship Management'. This project is allowing the consumer to purchase the mattress by using internet. They can make their order by sitting in front of the computer. This system will include decision support system that helps the consumer to make an accurate decision when consumed. Currently, the organization is using the manual system that is very inconvenient for the organization. As a result, implement the online system will bring benefits to the organization.

For this dissertation, there are 9 chapters. Each chapter is focusing on a different aspect of development as shown in the compilations.