

ANALYSIS OF DECISION SUPPORT SYSTEM HELPS IN MANAGERIAL DUTIES IN MARKETING INDONESIA PT BORSUMIJ WEHRY PROGRAM THROUGH MICROSOFT EXCEL

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Abstract:

Company Borsumij Wehry Indonesia is a multi division and a geigrafis spread, and vertically integrated as the distribution of canned food. This company is typical of today's companies, namely, that the mobilization of resources from different organizations is directed to the various markets for the benefit of shareholders groups. But such cases are not common characteristics of many who owned the majority of companies, ie able to profitably use the information system that processes transactions from 20 different organizations with a shared system and then submitted to the management company quickly. Will obtain the appropriate level of profitability, as well as control information to determine the basis for the organization, perigkasan and compared with the plan.

Top management received a brief report that shows the benefits of each organization, based on division and overall by a period and the current year, which compared with the plan.

Section is responsible for marketing the contribution data submitted directly cost less standard. As far as the involvement of the marketing department, direct costs of the standard is fixed. Therefore, this part of the answer can not be held accountable in maximizing the contribution by varying the items that were under the control of volume, price, customer and product ingredients.

The need for hardware and software continue to increase along with the rapid development of the computer at this time. A sophisticated hardware tida.

Bibliography: 13 (1974-1996)