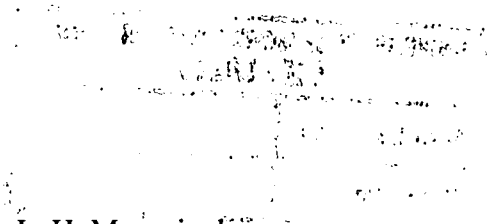


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# Sales Force Automation System



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MSCIT/08/10042



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University of Moratuwa



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## Declaration

I hereby certify that this dissertation does not incorporate any material previously submitted for a degree or a diploma in any university to the best of my knowledge. Further, it does not contain any material previously published or written by another person or myself except where due reference is made in the text.

Date: 14-09-2011

  
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## Abstract

Consumers worldwide enjoy many types of products of services in their day to day life. These could vary from personal care products to electronics, consumer durables, commodities, house hold equipments, beverages, automobiles, banking, insurance & other financial services, telecommunications services to name a few. In order to fulfill their quest for varied range of products and services organizations have to be geared to supply the consumer demand with consumer centric products and services.

The consumer oriented products and services business is very competitive world wide. Therefore companies thrive for excellence in order to win over the consumer. In doing so the companies need to look at the total value chain to deliver the best product range at the lowest cost in quickest time.

Sales and distribution is a very important aspect of a consumer centric organization's value chain. It is sales and distribution that makes the final contact with the end consumer who is considered the "king". Therefore creating an efficient and effective sales and distribution process is imperative for the success of an organization.

Currently most consumer sales organizations in Sri Lanka practice a manual sales and marketing process which has many negative elements such as delays, inaccurate data, room for fraud, customer dissatisfaction to name a few. This is a big drawback for an organization when competing in the "best to market" era. However few organizations operate automated sales force systems but with certain limitations.

The aim of this project was to develop an advanced Sales Force Automation System with real time data capturing and updating which will enhance the effectiveness and efficiency of the sales and distribution process by many leaps and bounds. Through this advanced Sales Force Automation System an organization could go to market with its product in a much shorter time span. Also it could improve its documentation and reporting with near zero mistakes. Sales Force Automation System will also help an organization in its decision making with accurate information in real time that will be a definite competitive advantage in the modern business world.

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