



**MOBILE ACCESS ENABLED MIS  
FOR  
CIC FERTILIZERS (PVT) LTD**

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## Abstract

CIC Fertilizers (Pvt) Ltd is the market leader for importing, manufacturing and marketing of fertilizers in Sri Lanka and currently enjoys a market share of 30% of the total fertilizer business. They pioneered in the new concept called the Balanced Plant Nutrition to maximize the fertilizer utilization for plants.

With the rapid growth of the business CIC Fertilizers marketing team is given a tight Sales and Collection targets. These budgeted sales and collection targets are evaluated rigorously.

CIC Fertilizers manage their Sales and debtors system using a centralized database located at Head Office and all the other sales centers are connected to the head office using leased lines. For smooth functioning of the marketing team ,they need correct information at the correct time. If a member of marketing team want to get up-to date information about his sales and collection he need to call the head office and get the information related to him. This leads to unnecessary voice traffic to the head office from sales team and during the non working hours sales team is unable to get up to date information. They do not have access to the system since they are not in a branch of CIC Fertilizers always.

To empower the Sales force to achieve *the* objectives of the company Mobile MIS was implemented at CIC Fertilizers. This system was focused on to provide information for middle management as well as for the senior management to take strategic decisions on time.

The solution implemented was a web based application which can be accessed using either a web browser or a mobile device and it runs on the MYSQL database with PHP interface. Mobile users can access the system using a laptop; PC or smart phone so that the Marketing staff can access their sales and collection online. They have given the facility to receive alerts using emails and SMS regarding their targets



verses achievements of sales and collection so that they are more comfortable to face the rapidly growing competition.