

# **A Sales Force Automation [SFA] Solution for a complexly diversified Organization**

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# Declaration

I declare that this thesis is my own work and has not been submitted in any form for another degree or diploma at any university or other institution of tertiary education. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given.

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## **Abstract**

Nowadays, there is a massive number of business are competing in the industry to achieve their business goals and earn high profits. Furthermore, many large organizations consist of complexly diversified sales based businesses across the globe. Many businesses are depending on each other, and some are running independently. In the software industry, most of IT software solutions are developing based on requirements analysis and considering the individual behaviors of the business.

For a Sales Force Automation System (SFA) this becomes a large scaled problem when implementing a system from one business to another business. Diversities of the businesses, less adoption and software bugs may occur when implementing one SFA system to another business.

In this thesis, identify the problems of the existing sales force automation system's implementations among multiple businesses and deliver a proper dynamic flow-based software solution (implementation) with rectifying those problems.

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