

## PROCESSING OF MANAGEMENT INFORMATION SYSTEM WITH IN SMALL AND LARGE SCALE ENTERPRISES

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**ABSTRACT:-** With the development and gradual application of information technology and network technique, management information system is becoming a necessary tool for enterprise participating in international competition. The paper firstly generally introduced the characteristics of processing enterprises that include production processing enterprises and brand marketing enterprises. Secondly, the paper analyzed the entire function of management information system of processing enterprise, and finally designed in detail the purchasing management and marketing management system based on internet, which will provide some helpful thoughts and practicable measures for informationization construction of processing enterprises.

**Key-Words-** Management Information System; Marketing Management; Processing Enterprise; Purchasing Management

### 1. INTRODUCTION

With the swift step of opening to the outside world and continuous improvement of economic environment, more and more multinational companies take China as their production bases. Especially some small and middle enterprises mainly take up processing mission of foreign trade order form.

In addition, some domestic brand enterprises without marketing network sometimes sell their products by the hand of other distributors for their lower brand popularity and smaller enterprises scale, so that these enterprises also are thought as order form processing enterprises. In the age of informationization, how to promote the management information system construction of these enterprises is not only related with the existence and development of these enterprises, but also related with the healthy development of Chinese foreign trade and the entire economy. Based on wide enterprise requirement investigation, the paper designed the management information system of order form processing enterprises, which would help enterprise to realize the operating aim of "increase income and decrease expenditure" and provide necessary help for the corresponding staff in all kinds of business activities, consequently achieve to improvement of work efficiency, enhance the accuracy of decision-making, and reduce the work fault [1-2].

In detail, this management information system at least provides the functions as following [3-6]:

- (1) Management information system of order form processing enterprises includes customer order system, products quotation system, management system of products developing; purchasing management system, production management system, order form processing and production decomposition system, storage management system, sale and shipment system, logistics and personnel administration system, financial management system, etc;
- (2) Management information system of order form processing enterprises should have strong processing function for huge capacity of information;
- (3) Management information system of order form processing enterprises could decompose and deal with different batch of products order form;

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### 2. PURCHASING MANAGEMENT SYSTEM ANALYSIS

Purchasing is a very important business process for processing enterprises, especial processing enterprise with importing raw materials. The object of purchasing management is all the business behaviours during the enterprises' external purchasing. Based on the different purchasing behaviours, the paper mainly brought forward the specific designs proposal for the following functions [7-10].

#### 2.1 Purchasing Plan Management

The objects of management are the established purchasing plan and the unestablished purchasing plan which may be examined and approved by several leaders in order to make purchasing orders. Support the purchasing management of raw materials, accessories and finished products which enterprises could directly sell.

The data of purchasing plans come from production planning data, which means material requirement planning could be generated automatically according to the production demand, and then changed into purchasing orders in the end. Besides, the data of purchasing plan could be input artificially so that the senior leaders know fairly well fund occupation situation while they authorize the purchasing plan and affirm purchasing orders.

#### 2.2 Purchasing Order Management

The management of purchasing order which have been authorized in the term of validity need can track its execution process, and finish the job of close and maintenance of orders. Through purchasing order management and data maintenance, available stock in the process of production and sale could be effectively managed. Usually, the materials in purchasing orders which have been authorized are thought of as materials on the way which would arrive at enterprises in future, so they should be considered one kind of the available stock.

#### 2.3 Supplier Management

Through suppliers' data, execution record of historical orders and orders in execution, the suppliers could be synthetically evaluated on their ability of supply and credit grade. At the same time, suppliers' relationship could be managed according to enterprise needs. In addition, supplier management

could assist purchasers by offering optional suppliers, as a result, the purchasing activities after comprehensive comparison would be more scientific and reasonable.

#### 2.4 Management of Advance Payment and Account Payable

Through the comprehensive analysis of payment, materials information and invoices, advance payment and account payable could be tracked and managed. Enterprises should statistically analyze advance payment and account payable to assist fund management. The systems should support the management of value-added tax and plain invoices, and provide the service of cancel after verification between invoices and arrival of goods, payment and invoices one by one, so that invoices could be inquired conveniently.

### 3. MARKETING MANAGEMENT SYSTEM ANALYSIS

According to the characteristics of order form processing enterprise, the paper analyzed several system modules as following [11-12].

#### 3.1 Order Management

Order management is done by the mode that registration and management of contract data to track the implementation of order. This not only let managers expediently analyze current and former order, but also real-time transfer the production information to customers with the assistance of production management system. In addition, that Web electronic order forms are confirmed and submitted is absolutely necessary content of the network order form management system.

#### 3.2 Customer Management

Customers are the object and target of marketing behavior, which are especially important for order form processing enterprise because the loss of customers just means the loss of order forms. Exactly speaking, customer management is that customer information and customer dealing history are managed through computer system to make customer resources become valuable resources of enterprise and be fully utilized. Customer information management should include some fundamental functions, such as the establishment, storage, inquiry, modification of information, which provide the foundation for analysis and evaluation of customers in the future. Dealing history management of customer should track the situation of customer transactions, historical profit, goods historical prices, commodities prices trend. Analysis on customer transaction history not only enhances customer relationship management and evaluate customer credit, but also be beneficial for enterprises when they make integrative decision to expand their business.

#### 3.3 Marketing Member Management

Marketing members are the actors of marketing behavior, so the efficient management of marketing members can substantially improve marketing efficiency. Marketing member management primarily means the management of

members' information and their performance appraisal. Under the condition of using management information system, marketing members not only could be evaluated according to their sales amount or sales profit, but also be examined by other ways based on the actual situation of enterprise and management needs, such as the detailed analysis of marketing expenses, the evaluation of the work efficiency of marketing members, in order to make the evaluation system more reasonable, the sources of evaluation data more true and reliable, and the evaluation criterion and the whole evaluation process more objective, which can reduce factitious errors, optimize the personnel structure, cut down business expenses, and raise wages management efficiency through clear reward and punishment system.

#### 3.4 Financial Management

For many enterprises of order form processing, financial management is also an important management content. Therefore, enhancing the transparency of financial management and its efficiency are the primary goals in such enterprises. The goals could be achieved effectively through computer to track and analyze account receivable, advance payment, marketing costs, wage of marketing members, and other related information, and system can automatically submit the analysis report to relevant management according to former manual settings.

#### 3.5 Product Customization Management

With the advancement of production techniques and improvement of people's living standards, more and more products are customized. As for the target of product customization service, one is group customization and the other is personal customization. No matter what kind of customization, they follow the same process and principle. First, enterprise should measure the target customer. In this process, customization can be done not only by actual data but also by detailed specification. Regardless of the manner, the impact of personal factor is very obvious in actual operation, while using computer to manage large amount of data not only can greatly reduce labor costs, but also significantly improve the accuracy of data processing. Therefore, according to the actual demand, this paper puts forward the following management optimization model for product customization management.

#### 3.6 Import and Export Management

Import and export management is an all-sided management for enterprises' import and export declaration affairs. It covers the whole process of the enterprise' import and export declaration management, such as foreign trade contract and foreign trade document management. The electronic management of foreign trade contract not only includes the record, query and analysis of contract data, but also provides the examination and approval function through web, which enable leaders to control the overall situation at any time and make the decision scientifically to avoid man-made mis-operation and enhance the security of the system. A variety of tasks can be handled through the way that web browser program calls system resources, which truly achieves remote office and mobile office. The electronic management of foreign trade document can save substantial cost through transmitting directly the information on web on the condition of guaranteeing the information security. Due to the particularity of import and export business, there are a series of normative document requirements according to

the regulation, such as invoice, packing list, warehouse receipt and so on. The electronic management upon the above steps can increase greatly work efficiency and facilitate the financial personnel to audit through the organic integration with financial system, which effectively enhances the transparency of financial management.

#### 4. CONCLUSION

21 Century is an information age, and information technology is changing the operating mode and competition style of enterprises. No matter how large scale brand enterprises or small scale processing enterprises, all should makes full use of information technology to increase their economic efficiency. Management information system is a typical information technology. Management information system replacing for traditional management method not only upgrade the interior management level of enterprise, but also optimize the relationship with all kinds of customers and suppliers and ultimately improve the international competitiveness of enterprise. Certainly, the construction of management information system is a complex systemic engineering, so that enterprise had better develop by stages and implement by step it in order to decrease the construction cost and operating risk.

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