Management information system analysis – viettel corp

Business

Introduction to company and authors role In business: Velvets Group Is Initially founded in 1989 by the Ministry of Defense. After 25 years of operation, it is now the biggest telecommunication company in Vietnam. The corporation has opened its business to many oversea countries including Laos, Cambodia, Haiti, Macaque, Timer Lest, Peru…

And into variety of fields like software development, content providing, merger and acquisitions, instructions… However, the main business is still telecommunication and the firm has several sub companies.

As an official of the Group's Business Department, I am In charge of managing and controlling the Group's overall sales channels. This task requires me to be familiar with a lot of numbers, information and sales data.

By studying the sales volume, I can give out some policies or decisions to make change to the structure of the channels. An information system called BPCS is one of the most effective tools allowing me to approach sales volume as well as other business data. 2. Velvets BPCS Information System 2. 1 . Information needed for author's work

The task forces me to collect some sales data as well as the information from customers as follows: The overall sales volume of SIMI cards, scratch cards, electronic cards, terminal products such as mobile phone, mobile internet modem.

.. , sales volume of deferent kind of services like VASS (value added services fixed broadband services, television services… The sales volume over

different types of channel Including wholesalers, retailers, Individual point of sales, Vittles shop sales, collaborator.

Number of transactions at Vittles shop as customer care services.

All of the data is not from Vietnam market only but from many other market like being mentioned above. This Information helps me to have an overall view about the market, how the goods flow, what should be the key channel for developing and selling what product. By studying the numbers, I can give suggestion to change or strengthen what kind of channel or decide whether to pay the same commission channels or give priority to one potential channel. For example: wholesalers can help us to sell a lot of The Information allows me to study the usage behavior of customers In order to rate customer care programs: what Is happening? What event Is likely to happen In the future? , reason for those events. Based on that information, I can design appropriate promotion programs to suitable customers.

For example: it helps me to understand when the customers' accounts run out of money to offer them the next promotion, encourage customers to use more and to up more; send gifts to customers who have been using the services for more than 2 yearsħ. The information abode is provided by an information system called Bal (Business Intelligence).