

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

THE MANAGEMENT INFORMATION SYSTEM APPLICATION TO FACTORY AT FRITO LAY THAILAND CO., LTD. LAMPHUN PROVINCE

By

SAITHONG CHAIMALA

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Chairman : Associate Professor Charas Khayai

Department/ Faculty : Department of Agricultural Business Administration and
Marketing, Faculty of Agricultural Business

The purposes of this study were to investigate 1) the condition of using Management Information System in the factory; 2) the problem of using Management Information System; 3) the efficiency of employee using Management Information System; 4) the additional requirement of Management Information System. The data were collected from 14 persons of the management level, 26 of the supervisor level and 11 general employees. The questionnaire is a tool for data collecting. The data were analyzed by SPSS (SPSS 8.0 for Windows). The research 's results were as follow :

The majority of employees were female, aged 26-30, with Bachelor degree. The duration of working at Frito Lay was 4-6 years. The percentage of the job concerning with computer was 75. The lists of training program were Fourth Shift, CC-Mail, MS-office, Windows Production Recording and Reporting System and Agro system. The frequent programs used were MS-Office, Fourth Shift ,CC-Mail , Production Recording and Reporting system and Agro system.

The problems of using the Management Information System, for the hardware, the general employees faced problems to higher degree than the other

employee levels. The major problem was a slow entering to the data because the computer was old and was not suited for the operation. Beside they also found the problem of computer and printer. The management and supervisor level faced the problem to an average degree. For the network problem, all of the employee levels faced it to an average degree. The main problem was the failure of the network connection. For the software problem, all of the employee levels faced it to an average level. The majority problems were the wrong data and report form, which was not suitable for the requirement. As for the staff of Management Information System, the management staff and general employees faced the problem to an average level but the supervisor level faced it least. There was a shortage of staff to operate the Management Information System.

Assessment of the efficiency of employee using the Management Information System in the organization: For hardware system, the management and general employee levels showed low efficiency because the data recording and processing were very rapid and the computers weren't suitable to the job. For network system, the efficiency of management level was high. The communication between the head office and the factory were convenient. For software system, the efficiency of management level was high because the program was easy to understand. The user was able to work more rapidly, and the report form was suitable and adequate for management. For the employees who are using Management Information System, the efficiency was average.

The additional requirement of Management Information System was high of all level. For hardware system, they need to add new computer and equipment into the department and increase the efficiency of computer. For network system, they need to increase the safety system and improve the communication between the head office and factory. For software system, new software should be installed. The number of reports should be increased. Regarding to staff of Management Information System, more employee would be required for satisfactory operation of the Management Information System. More training time should be allocated when new systems are implemented.