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JINDARAT VARACHANONTH: THE ANALYSIS, DESIGN AND DEVELOPMENT OF INFORMATION SYSTEM OF CUSTOMER SERVICE DIVISION, NATIONAL LABORATORY ANIMAL CENTRE. THESIS ADVISORS: ASSISTANT PROFESSOR THEERAPORN RUBCUMINTARA, Ph.D., MISS WISSUTA DITTHAKARNNON, M.Sc., MRS. RATRI THEPKASETKUL B.Sc. / TECHNICAL EXPERT. 134 p. ISBN 974-661-938-1

The research is conducted in order to solve the current problems of Mahidol University's National Laboratory Animal Centre (NLAC-MU) Customer Service Division's service systems by analyzing the current systems and designing and developing an improved system to meet users' requirements. The research includes the information network and the linkage between the Animal Production Division and the Customer Service Division, as well as the hardware specifications for the NLAC-MU's information system. In conducting the research, the researcher deals with data collection, the analysis of problems of the existing system, and the feasibility study. The system analysis is presented in a data flow diagram and the system processes are presented in a flow chart. In designing the system, the researcher uses the Graphic User Interface (GUI) for user interface design, and the MS Access 97 relational database with 3 NF normalization for database design. Also, MS Visual Basic 5 is used in developing the application software. The specifications recommended for hardware and network operation system are presented. The findings are illustrated in two parts. The first part involves the service applications and the second part is hardware specifications suitable for further development in the future. The information network and linkage between the Animal Production Division and the Customer Service Division enables the Customer Service Division to automatically confirm customers' orders, to produce service reports, and to make search inquiries. Also, the Animal Production Division's executives can automatically check the orders for the production plan.

For further study, the researcher suggests that the data link among the Animal Production Division, the Customer Service Division and the Research and Development Division should be made in developing and improving the applications. It is recommended that NLAC-MU develop a web page to show customers the alternatives available when ordering products.