

**Independent Study Title**      Development of an Information Technology System for Marketing Decision Support at Chiangmai Sahapanich Company Limited

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## **ABSTRACT**

The objective of the Independent Study entitled Development of an Information Technology System for Marketing Decision Support at Chiangmai Sahapanich Company,Limited is a tool for analyze information in marketing from data warehouse in order to support the administrator's decision to be effective.

This study is the case study of the commercial organization, that is the the direction of the study about design and development accordance with a modern innovation and technology using the data warehouse

Research methodology involves collecting data from the current database system of Sahapanich company Limited make studying in the relation of data ,and studying the programs that will be used in create Data warehouse and user interface. After that we designed and created Data warehouse by query the data from Database system .Finally we tested the program and collected the problem before the program is implemented in the real system.

The result of the experimentation of data in 2003-2004 by user showed that the system is able to be tool for analyzing data in marketing department. This result is expexted that ist can be useful for Marketing administrator of Sahapanich company Limited to use data efficiently from the old Database.