

MARKETING INFORMATION – MANAGEMENT SYSTEM

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Abstract

Effective management is based on the use of information at all stages of the decision-making process (phase of obtaining the information, evaluation phase of gathered data and the implementation phase of the decision). Importance of information for a manager results from their needs during their decision-making and effective implementation of any management functions (planning, organization, leadership, control, etc.). Information is becoming one of important requirements that managers can take optimal decisions in given circumstances. The information must be objective on which management of company may know the state of the controlled object and to guide its development to the intended objective in due time.

Key words: marketing information system, management system, control system, subsystem, implementation.

INTRODUCTION

An assumption of an effective working of companies is acquiring modern management. Companies prosper with a good management, especially the top and medium. A key factor of an efficient working of all organizations are skilled managers. They have to have the necessary knowledge, experience and skills to be able to perform effectively managerial activities. Each company's ability to survive depends mainly on an ability to respond quickly to external influences, but also from art to adapt to new environmental conditions. All this places extremely high demands on managers. There is no doubt that an effective use of information contributes significantly to performance of companies. The quality of decision-making depends primarily on quality of information and an ability to process them. Some external circumstances force businesses into new technologies to be more intelligent that the data and information in their daily activities is collected and processed, mined and certain strategic information important for their future decision-making. In terms of inner life of a company its purpose is to improve the dissemination and sharing of internal corporate information. In terms of connection with stakeholders, in turn, in order that the company

present its products, services and possibly future plans.

Systems are used for the purpose of effective use of information in companies, that the task is to produce quality and relevant information necessary for managing process. Experts claim that it is necessary to have 95% of the information to take a decision and remaining 5% of not being informed is a risk in taking the decision. Managers have indeed often lack of necessary and quality information, but also often suffer from an excess of useless information that steal time and they do not contribute to the quality of management certainly. It is not enough that a manager has enough quality information. It is equally important having a good methods and efficient means for processing information for the preparation of the decision for quality management.

CREATION OF MARKETING INFORMATION SYSTEM IN A COMPANY

Marketing is an integral part of everyday economic and management practices in terms of the competitive environment. Effective application of principles of marketing in management work of companies is supported by an adequate set of relevant information, without which a successful manager cannot do without. A basic principle of marketing management is to manage and control of all marketing activities, in a permanent process of understanding and analyzing marketing problems at the end of which a rational decision should always stand based on a current set of information.

A level of creating a marketing information system is different in individual companies. It is determined by size of a company, its structure of production, a degree of realization of products, hardware for management, as well as available sources. A rationally working marketing company's information system consists of essentially of four subsystems:

1. **Internal Information Subsystem:** it provides current information captured in corporate records regarding market data on production, costs, orders, shipments, payments, sales and so on. It is formed in a company in a form of user-oriented system of intelligence.
2. **Marketing Intelligence Subsystem:** it provides information on developments in external corporate environment. A source of information is marketing intelligence of entities in the market, stock market news and information in a field of external services.
3. **Marketing Research:** marketing market research is a purposeful collection of

information that is important for addressing and data completion of a particular marketing problem of the company. An aim of the market research and its segments is a creation of information and cognitive assumptions to predict future market development, especially its demand needs, but also offer in relation to the business plan.

4. **Analytical marketing subsystem:** is composed of advanced statistical procedures and models to evaluation of rigorous findings on information obtained in the first three subsystems.

The concept of marketing information system is a very rare term used in the economic environment, but an important aspect of crisis management of a company. In order to obtain a sufficient number of decisions of marketing information, which is necessary for strategic, tactical as well as operational management and decision making in the company, is a very important phenomenon to create an own marketing information system, which is an integral part of marketing research needed to obtain data on internal and external marketing of the company. Using such research, the company reaches sociological, economic, political as well as demographic information changes, which can greatly affect the overall management of the company. A very important part of marketing information system is a market survey, which is

often identified by professionals as marketing survey. But it should be noted a significant difference, because a research is a long-term systematic activity, where results are applied to the solution, and if we talk about a single collection of information and integrated into overall research, then we mean a marketing survey. There are several possible forms of marketing information system dependent on a nature of a company and financial resources. Possibilities of raising funds for a smooth working marketing information system can be either from internal sources or from a marketing company intelligence or using marketing research.

Using internal resources, we can obtain data on management of the company, customers, distribution, competitive environment as well as other data from company records, reports and other available resources.

Marketing intelligence brings mainly external sources, based on which we can monitor a volume of production, price movements, sales methods, or even ways to promote a company. Impact of data from objective facts about a market situation, a behavior of a client or potential hazards can be obtained from marketing research. This is a subsequent analysis and interpreting the data obtained enabling understanding of specific solutions.

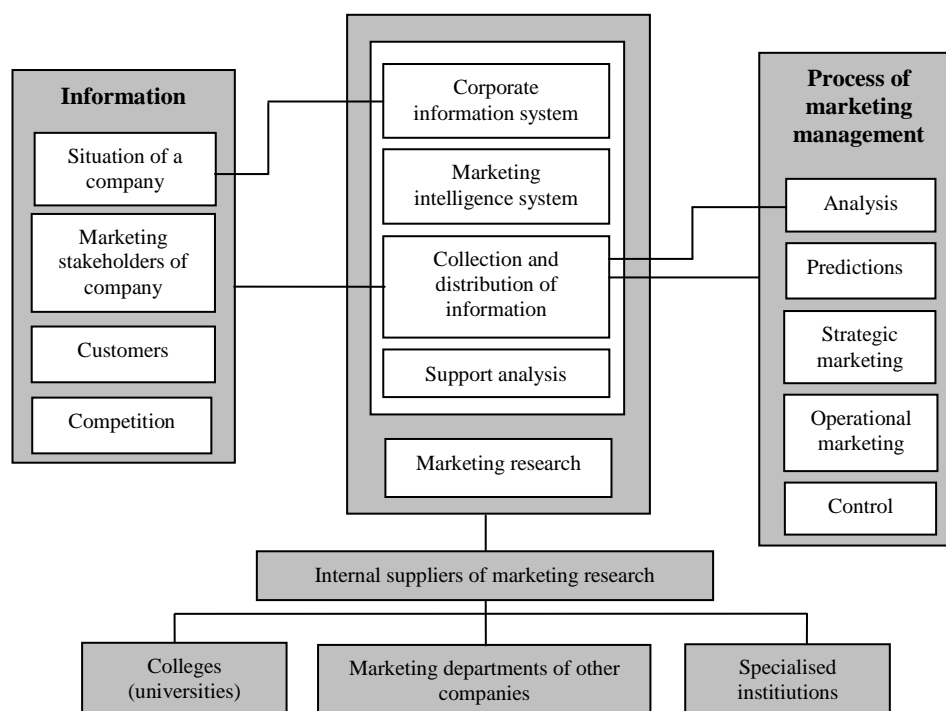


Fig. 1 Corporate information system (CIS)

USE OF MARKETING INFORMATION SYSTEM IN THE COMPANY

The company must determine an extent of implementation in establishing or upgrading systems used in the company at the beginning. Sometimes large and very complex implementation is not the best choice in the market environment, and therefore care should be taken to factors affecting the decision making. One factor is an existence of, or a lack of use of marketing information systems or modules and their degree of interconnection. A starting position is easier if the company does not use an integrated complex application, hence there is no need to decide on how it will affect a new system to existing systems and their degree of substitution, or subsequent elimination. A common problem can be duplicated data, however, due to simple positions, this problem is eliminated. If the company starts from the beginning, the overall final decision of implementation is within the scope of management and subsequent budget and it is largely influenced by a purposefulness and flexibility. The company may be opinion, when it considers replacing the used computer system when limitations and complications at the time which provides data transfer between the two systems. Most often a company encounters situations where more or less sophisticated partial systems are used for individual activities. There tabular data are used, real database application using database applications, or on-line database systems. Importance should be given here to in-depth audit of systems used and the assessment of extent of their contribution to an overall positive effect of marketing in the company.

Another factor influencing the decision-making on implementation issues which plays an important role in a selection of modules for a new system and a complexity of a decision of package of selected marketing information system, is the complexity of implemented marketing and sales activities. Companies that apply this marketing-oriented management principle oriented not only inside the corporate communications but also external communications, usually prefer a comprehensive solution. Advantages of complex solutions are such as data consistency and clear data model of solution, complete linkage within the subsystems, centrally dealt application of availability for users, unified updates, and so on. Marketing information system has its four major subsystems:

1. **Subsystem:** decision on substitution marketing system says a cancellation, the data connection is not necessary to be solved.
2. **Subsystem:** says letting decisions regarding the subsystem in a modified form, to innovate selected data structures, it is necessary to establish a link in other subsystems.
3. **Subsystem:** is necessary and effective for the company, it addresses a retention of system in its original state. To support the marketing subsystem is designed an export of subsystem that addresses data presentation.
4. **Subsystem:** says an old system cancellation and new system functions transpose, taking to implement data backup and transforming them into the new data structure.

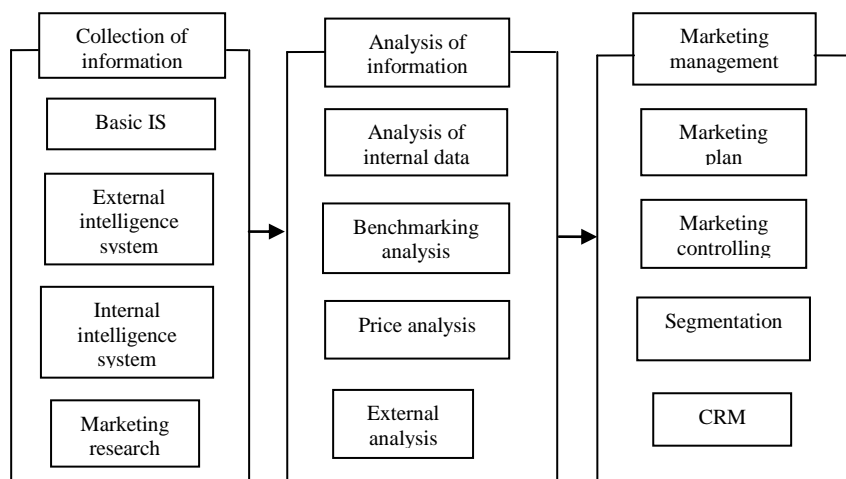


Fig. 2 Structure of the marketing information system

Most needed subsystem of marketing information system to identify market opportunities and their decision on typically most needed marketing information system describes preferably an implemented model of MkIS that consists of people, equipment, procedures, collection, sorting,

analysis, interpretation and distribution of timely and accurate information for marketing decisions, which activity is described in the Tab. 1.

Marketing database contains a quantity of information that the company needs to work with every day and which meets in market environment

daily. It is reported in literature as a so-called database. The best way to store information is to create own marketing information system. Database marketing of the company should have the most complete customer database to use it to able to better and more efficiently break down customers into groups according to various characteristics resulting from the behavior of the customers and offer them appropriate and desirable products, goods, or services that are for the given group of customers. A concept of cross-selling is bound in connection with this inclusion of customers into different groups, an essence of which is a maximum reaching clients products or services that are "tailored to the needs" of the customer.

Tab. 1 Module of marketing information system under a scope of a sector and its use in practice

Type of company (MkIS module is implemented as a priority)	Company's activities description	A main use
Wholesale computers	It distributes computer components and full range of computing from a level of retail customers	Integration of suppliers of products, mainly manufacturers of finished devices and components in order to optimize the delivery time for its customers, minimize costs to purchase products, minimize conflicts for realized purchases, evaluating the reliability of suppliers and deepening customer-supplier relationships.
Real estate agency	Active acquiring new customers, building a database of contacts, reaching out through active telephone and via electronic communications	Capturing all contacts and monitoring phases of development of business relationship before, during and after conclusion of the negotiations cycle, further addressing existing customers, avoids duplication of addressing, increases effectiveness and targeting of communication.
Manufacturer of electronic components	Manufacture of electronic components supplied to car manufacturers, service stations and other customers primarily distribution link at wholesale level	Production planning, new product development, monitoring a status and position in the market for existing product portfolio, acquiring new incentives for future development, process optimization when placing products on the market.

CONCLUSION

Regarding to customer service and ensuring the satisfaction during and after consumption of the product, an important role plays marketing information system of company. Companies that did not use the marketing information system, they introduce gradually, the companies, which have some of the system, or separate units, used, try to increase a rate of added value. This chapter shows a basic implementation processes and factors that determine these processes. The aim is to provide a usable template when deciding on the introduction of a marketing information system in the company with an emphasis on maximum process efficiency. When introducing or innovating systems used in the company, it is needed to decide on the extent of implementation at the beginning. The best solution is not always a vast and complex implementation of the comprehensive system in some market situations and conditions.

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