



Marketing Information Management System

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Abstract: The market keeps on changing and it is becoming a problem for some companies to cope with certain changes. The study aims to provide relevant information that will help decision makers formulate a better marketing mix specifically in the area of pricing and product. The study is achieved by developing a marketing information management system that initially acquires external and internal variables related to the chosen domain. These variables undergo various processes to produce feasible information that is later on used to manipulate plausible scenarios. Reasonable and realistic forecasting techniques are used to give the marketing users some insights. These insights are used to come up with a possible strategic action on the underlying factors that influenced certain variables, which are based on the assumptions that the system has provided. On the other hand, the manipulation of scenarios is not flexible, there are pre-defined scenarios that are manipulated in order for the marketing users to anticipate outcomes and possibilities of the said instances. As from what was deduced from the study and development the most appropriate methodology is the agile methodology. This is due to the fact that during the certain phases of the study and development, the information must be verified and validated before proceeding to the next phase. This is greatly achieved in an agile approach wherein there is continuous data gathering, analysis, and testing. With the use of the information that is produced by the study and the developed system the marketing users can come up with a better marketing mix for their product and price.

Key Words: marketing; information system; decision-making; forecasting; simulation