

Promotion Program Management System (PPMS) for Sayga Flour Mills, DAL Group, Khartoum, Sudan

Promotion programs are ongoing activity at Sayga Flour Mills, they are used to promote the retail products that are have been introduced and will be introduced in the current market, such as Nobo pasta, foremost milk powder and rainbow condensed milk.

With Sayga's initiative in the food stuff market and the corresponding increase in the number of promotions that are required to better position them into the market, an issue of being able to monitor and manage these promotions has arisen.



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Business Challenge

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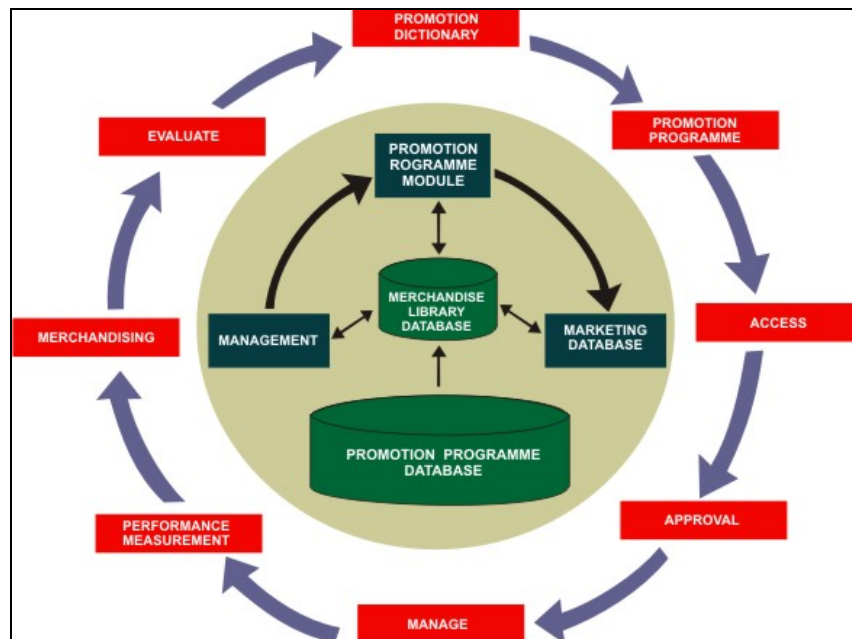
A solution is needed via which the concerned persons in the marketing department should be able to assess the cost, progress and the history of these programs.

The objective of the PPMS was

Objective	Means
To support Marketing Department.	Unlike larger organizations are unlikely to have access to specialist promotional player. The PPMS will guide users to a wide range of affordable information resources and services. The information and activity provided will help marketing people comply with regulation and run their promotional activity more effectively.
Encourage economic growth by supporting the establishment.	Provide marketing department with the support and advice that they need to establish successful promotional campaign.
To provide a cost-effective approach to fostering brand regeneration.	Exploit the benefits of electronic service delivery: self-service, 24/7 delivery, automation and ease of access to provide an effective and cost-effective means of fostering brand regeneration.
To exploit the benefits of promotional activity and brand building.	Draw upon the combined strengths of the members of the marketing department through strategic promotional planning and through brand building.

Solution

A Promotion Program Management System (PPMS) plays a significant role in assisting the marketing department in finding right promotional affairs for a particular product. Registration and submission of promotional activity against notified program, Guidance to marketing department is one major parts of Promotion Program Management System. The objective of Promotion Program Management System is to develop a Data Bank of promotional activities, marketable products from the online database. The proposed solution will facilitate the marketing department employees for easy access to this database to fill up promotional activities arising in their establishments. CSM' Promotion Program Management System (PPMS) is a complete solution for managing your promotional resources. It empowers marketing people to gain greater control over the complex and time-consuming process of selecting, acquiring and managing promotional resources.



With PPMS, marketing department can increase the efficiency of existing processes throughout the entire lifecycle of the resource:

- Reduce time invested in managing the promotional activity
- Reduce costs to purchase and maintain the promotional material
- Grow Brand value to best suit the needs of your individual product

PPMS deliver these benefits to the marketing department by leveraging the three distinct advantages that Serials Solutions offers:

- A single, unified knowledgebase
- Simplified hosting and access

For Sayga Flour Mills the PPMS save time and money by post each promotional activity as needed, anytime within the period, Filter out right promotional activity fast with

our screening tools. Get immediate response and prioritize promotional activity with basic screening.

The system should run on industry standard, commonly used and widely supported hardware platforms. The operating system and database environment must meet these same standards

There are two kinds of PPMS users which will be useful for the proposed solution for Sayga Flour Mills.

Super Administrator

PPMS is managed back stage by a Super Administrator who is responsible for running the show throughout the organization. This administrator has rights over and above the users and sector or location administrators (if any) in your company. Depending on the proliferation degree of your company, you decide the division of your administrators. In other words, a small organization can have just administrator whereas a bigger unit may have one for each department. The nomenclature depends on how you want to name them!

Once the system is installed, either the network administrator or the system administrator of your organization has to create the first user of PPMS - The Administrator. This person would be responsible for carrying the system forward. This process again is accentuated with a user friendly wizard who asks you question specific to the role of the first user (the administrator).

General User

PPMS run with unique user identification for each user. These users who assign themselves a password and use PPMS are the Users of the system. A user is generally created by an administrator who is also responsible for giving rights to the former to view and use PPMS. The general users can be treated as promotional user, approval user, planning user, marketing user.

As access to information is different for different people, PPMS also has rights to segregate people with. Users can have filtration of information by way of their hierarchy set while constructing your organization in PPMS. Also users may have different rights for information. PPMS differentiates these accesses to information by providing few users with only 'view' rights, few with both 'add & view' and the rest with 'manage' rights. In other words, you can alienate information according to grades of an employee in the organization.

In the proposed system every PPMS user will be an authenticate users. They have to register with the system and the administrator will have to authenticate them. The registered user will have two options in the system to get them authenticated. If the sales user fills the form and click on submit, this will go to the admin for authentication, but if the admin creates the portal user id then it doesn't requires any authentication.

The first and the foremost thing which the system will be based on is the organization structure, particularly for the Marketing Department. The internal users are mapped to the respective reporting authority. We assume here that the organization has the users who are reporting to their reporting authority. In actual case it may deviate from our proposed system.

The basic idea behind the proposed system is to centralize the scattered information for each of the promotional process in the Sayga Flour Mills. And to store in one location. The system will be referred as PPMS that automates and facilitates Sayga

Flour Mill's promotional activity processes. The primary functional areas in the PPMS will be: centralized Information Base, Posting of promotional activity, searching posted promotional activity, schedules promotional plans etc. For each process flow the hierarchy will be maintain as followed in the Sayga Flour Mills Marketing Department. This means that, a Marketing Coordinator will initiate a process for any application tool and this will go to his reporting authority and if requires finally goes to the administrator for publishing in the web. The data captured by the marketing coordinator or whoever irrespective of the application tool they are using in the system will stored in a central location so that there will be a minimum risk of losing the data. There will be a single point interaction with the data (Administrator).

Results

The following benefits of the Portal are grouped by the target audiences.

Promotional Personnel will be able to...
<ul style="list-style-type: none">• Monitor the cost of promotions being currently run
<ul style="list-style-type: none">• Monitor the progress of promotions that are currently being run
<ul style="list-style-type: none">• Have tasks allocated to them communicated in a timely manner.
<ul style="list-style-type: none">• Record activities performed for each tasks allocated to them
<ul style="list-style-type: none">• Have a historical database of all promotions that have been run and be able to generate comparative reports
<ul style="list-style-type: none">• Generate reports on the success of promotions based on KPI's



At CSM, we understand the critical nature of keeping the customer's organization up and running from an IT perspective. We understand the technical issues within complex systems and work to put together the best solution to support end users' needs, both today and in the future.

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