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Market Management System for Customer Care Service

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Abstract- In order to seek out the amount of effectiveness of selling management and make a good system, it becomes evident that an additional in-depth study of the management of marketing activity as a method that happens beneath the influence of a group of factors, that thought will alter to higher sight and solve existing problems, is necessary. The topic of the study is the theoretical and method foundations of management of the marketing activities of an enterprise and strategies for evaluating its effectiveness. The aim of the study is to create a system for managing marketing activities of an enterprise. In order to attain the aim of the study, the subsequent tasks are set and solved: to substantiate theoretical and method foundations of the formation of the management system of selling activity of enterprise, to specify elements of this system, and to spot styles of links between the components of the management system of marketing activity of enterprise and also the factors influencing it and its potency, to see composition of indicators of efficiency of marketing management system.

Keywords- Market, Management, Customer, Easy to use, Services, Customer care.

I. INTRODUCTION

Market Management System for Customer care service is used to track the record about the product and to analyse the products. In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department. This also tracks the record of the product which is sold and also checks the warranty which helps to reduce the fake bills scams.

II. LITERATURE REVIEW

- Market Management System for Customer care service is used to track the record about the product and to analyse the products. In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department. This also tracks the record of the product which is sold and also checks the warranty which helps to reduce the fake bills scams.
- In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department to analyse which product is popular and in which area.
- It also records the complaints about the product which helps to make improvements in the future.

III. METHODOLOGY

The methodology of this system is that the seller updates the data about the product in the system which is later used by the producer which is the managing department. This also tracks the record of the product which is sold and also checks the warranty which helps to reduce the fake bills scams.

In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department to analyse which product is popular and in which area.

It also records the complaints about the product which helps to make improvements in the future.

Following are some techniques used for making this project:

- The system is created in C# and .net.
- Frontend is designed in .net for simplicity which makes it easy to use.
- Backend is designed in SQL data server.

IV. ADVANTAGE AND DISADVANTAGE

- **Advantages:-**
 - User Friendly.
 - Efficient to Use.
 - Optimising marketing efforts as per customer lifetime value.
 - Works on Low End Machines.
 - Fast and Easy.

- **Disadvantages:-**

- It requires Browser to use not any other Application.
- Prone to system failure.
- It can cause problems if it gets in the wrong hands.

V. FUTURE SCOPE

In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department to analyse which product is popular and in which area. By using this, the seller can update his products according to the customer requirements for the future.

VI. CONCLUSION

Market Management System for Customer care service is used to track the record about the product and to analyse the products. In this system, the seller updates the data about the product in the system which is later used by the producer which is the managing department. This also tracks the record of the product which is sold and also checks the warranty which helps to reduce the fake bills scams.

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