# ABSTRACT

COMPUTERIZED SYSTEM FOR OIL COMPANY MARKETING DEPARTMENT : Diploma Project / John Jackson – Minsk : BSUIR, 2017, – Explanatory Note – 79 p., drawings – 6 A1 sheets.

The diploma project deals with the design of the computerized system for the small- or average-size oil company marketing department. The structure of a small-size oil company, its management system, related information flows and existing computerization tools have been analyzed. The solutions have been offered for computerization of several tasks solved in the company marketing department, such as product demand forecasting, pricing, contacts with customers and order processing, reporting documents preparation. The solutions cover appropriate algorithms, description of information flows, database design, data verification and checkout procedures.

The software has been designed for implementation of these tasks. Programming and data management tools used for software implementation include JavaScript, HTML and MS SQL. The software shall be used by marketing department specialists such as market analysts and accountants. Software operation modes for these categories of users as well as the administrator’s mode for software installation and setup have been provided. User’s and administrator’s manuals have been prepared. The set of test cases have been prepared and described.

The economic feasibility study has been carried out, confirming the project’s cost-effectiveness. The expected economic effect resulting from the designed software application has been calculated.