

MANAGING A BUSINESS APPLICATION FOR SALES, MARKETING AND MANAGING APPLICATION USING CLOUD.

Vishwambhree C. Konde ¹, Sumeet P. Karande ²,
Harshada V. Warade ³, Vaibhav V. Hanegavakar ⁴

^{1,2,3,4}Department of Computer Science, Genba Sopanrao Moze College Of Engineering,
Pune, Savitribai Phule Pune University (India).

ABSTRACT

In this paper, we are developing a mobile application along with web-enabled application for a training institute. This application will handle all the management requirements of the training institute. The management requirements for automation and log in daily activities and providing instantaneous information required for efficient management of a training institute. The automation part of an application includes data capturing and maintaining all the details of the institute, faculty, and students, and operations in overall management of the institute. This application will also handle marketing and sales for the training institute. The existing system either has lead management or institute management facility. The proposed system combines both of these, lead management as well as coaching institute management.

Keywords : *Android and Web Application, Cloud System, Lead Generation, Lead Management.*

I. INTRODUCTION

The proposed application serves both as a training institute management as well as marketing and sales management application for the training institute. The management requirements for automation, log in to daily activities and providing instantaneous information required for efficient management of a training institute. The automation part of an application includes data capturing and maintaining all details of the institute, faculty, and students, and operations in overall management of the institute. This application will also handle marketing and sales of the training institute. The marketing and sales are handled through lead generation and lead management. Thus the proposed system combines both marketing, sales management, and institute management tasks.

The paper is organized as follows: Section II. Discusses the Existing System. Section III. Discusses the proposed system that we are proposing in this paper. Section IV. Discusses the working of the proposed system. Section V. discusses about android and web application. Section VI. is conclusion.

II. EXISTING SYSTEM

The existing system does either lead management i.e. for Marketing and sales or training institute management. The existing system has separate application for marketing and sales and separate application for management. There is no existing system that does both institute management and marketing and sales management. And each of this application has their shortcomings.

The existing system lacks proper technique for lead generation and lead management. The drawbacks of the existing system are:

- a. Prospective cold calling
- b. Excel based lead management
- c. Separate marketing and sales lead
- d. Inefficient lead handling
- e. No proper review and report system

The existing training institute management systems also have many drawbacks. The existing system also uses excel sheet for storing details of students. It lacks automation; due to this all the work is done manually hence it requires more manpower. This process is also time-consuming and very tedious. Due to the complex nature of storing and retrieving of data it is not very efficient and lacks instantaneity. Thus reduces the efficiency of management of the training institute

All these drawbacks of both the systems have been overcome in proposed system.

III. PROPOSED SYSTEM

The proposed application does both training institute management as well as marketing and sales management i.e. Lead Management. The proposed system has following features:

- I. Lead Generation
- II. Lead Management
- III. Training Institute Management
- IV. Managing Application Using Cloud.

A. Lead Management System

What is Lead? Lead is marketing term a lead can be a potential sales contact, the sales contact can be an individual or an institute that expresses interest in companies product or services. Lead Generation is the process of attracting and converting customers or prospects into the lead is called as lead generation. Lead generation is essential for expanding the scope of business, increasing sales revenues and looking for new clients. Thus the lead generated is managed through lead management. In this paper, we are developing the lead management application for training institute for marketing and sales.

B. Training Institute Management System

Training Institute Management application is a complete solution for management and administration. It is a tool that performs complete automation of daily activities and operations of training institute.

The training institute management system efficiently stores and manages the information of student and faculties. The attendance review model shows all information of the student and faculties that are absent or present. The Administrator can also look over the finances and accounting related to the training institutes. Students and faculties are provided with user ids and passwords. They can log in and check full detail information in their profile about the timetable for their subject, their classes, and fee details. The application provides simple interface this makes it more efficient. This becomes very complex in a manual system, as there is lots of redundant information, and retrieving this information also consumes more time.

IV. WORKING OF PROPOSED SYSTEM

4.1 Working of Lead Management System

The lead sales funnel has the following three stages, lead stage, prospect stage and customer stage, let us see this stage:



Fig: 1. Lead Sales Funnel

1) Leads Stage

It is the first stage in this stage we look for any potential lead as follows. In this stage you simply spread your name and let your presence to the target market. This target market has every potential lead who may be interested in your service or products

2) Prospect Stage

In this stage, we seek to engage new leads and try to attract them to the product or service of a company.

3) Customer Stage

This stage is the outcome that we desired. The greater the customer stage in funnel the better the business. This stage contains all the leads that are successfully converted into a customer.

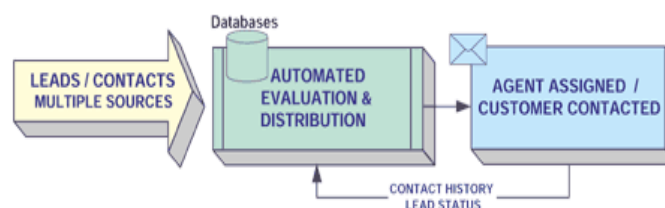


Fig: 2. System Design

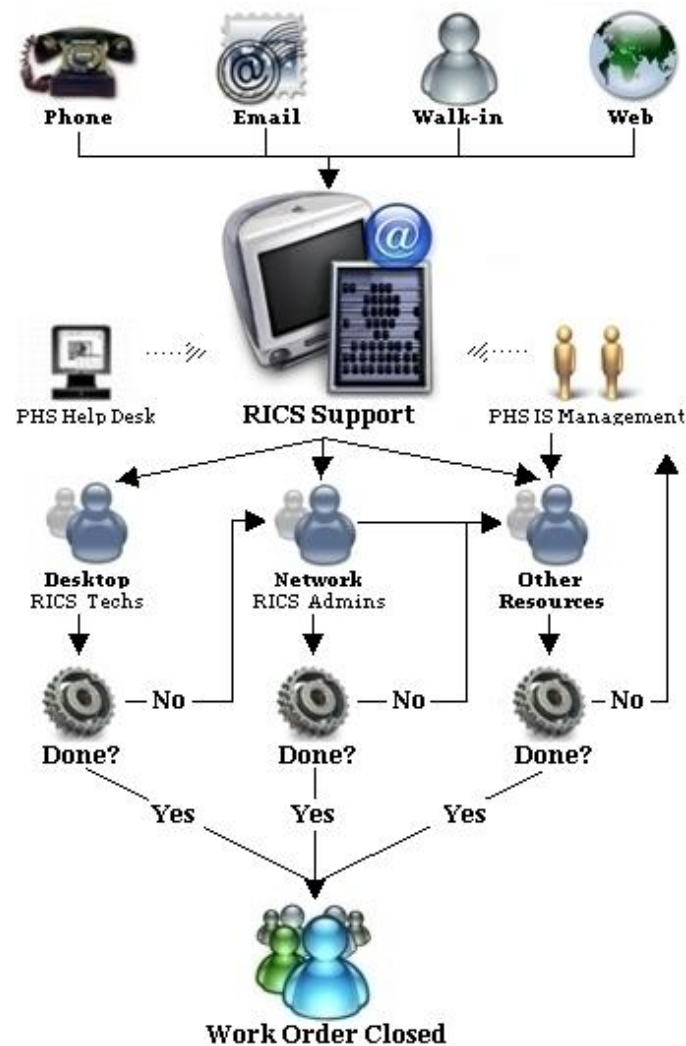


Fig: 3. Lead Generation

Leads can be generated through many ways:

- a) Lead generation through a walk in
- b) Lead generation through call
- c) Lead generation through customer walk in
- d) Lead generation through web form filling

All the lead generated through different sources like a walk in, call, web form filling are all stored in one centralized database. This is automated process and lead is then evaluated and distributed. The marketing or sales operator has full access to the lead management application through the evaluated leads he can contact customers.

The operator can also store the contact history and lead status into the database. Lead management application thus generates, and manages leads and also keeps track of all the leads.

4.2 Training Institute Management

I. Training Institute management has following modules:

1. Inquiry module:

Inquiry modules include the following

- Web Inquiry form filling
- Course wise Inquiry
- Inquiry through calling
- Automated Responding system SMS/Email

2. Student management module:

- Maintain detail information of all students
- Assign Batch and courses

3. Faculty Management module

- Maintain Staff Record
- Assign Batches

4. Course/Syllabus management module:

- Specify Course information course name, fees, duration of course
- Specify Duration of course starting date and ending date
- Specification of courses, Course field(computer languages, networking etc)

5. Batch management module:

- Specify the number of batches
- Capacity of batches

6. Fees management module:

- Online payment of fees
- Detail information of fee structure
- Fee status of each student

7. Budget management module:

- Budget Planning
- expense management

V SYSTEM DESIGN CYCLE

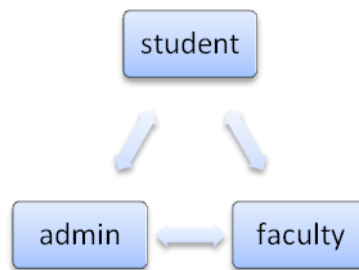


Fig4: System Cycle

The System Design Cycle consists mainly three entities shown in the figure student, faculty, and admin

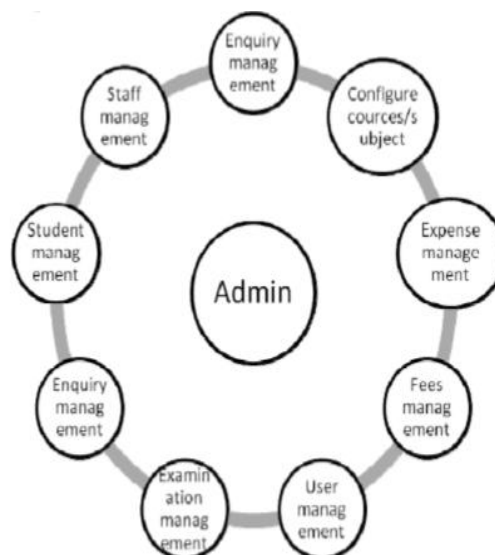


Fig: 5. shows the operations performed by the admin

VI CONCLUSION

The application proposed in this maximizes the efficiency of managing training institute by reducing the time required for manual handling of data. The application also increases the sales by marketing with the help of efficient lead management system. The lead management system stores data and in the database for future reference for generating leads.

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