

**Mount Kenya University**

**Institutional Repository**

**<https://erepository.mku.ac.ke>**

---

Projects and Business plans

School of Computing and Informatics

---

2015-11

# Online marketing system

Mutuku, Duncan Musyoka

Mount Kenya University

---

<http://erepository.mku.ac.ke/handle/123456789/3138>

*Downloaded from Mount Kenya University, Institutional repository*

**MOUNT KENYA**



**UNIVERSITY**

**SCHOOL OF PURE AND APPLIED SCIENCES  
DEPARTMENT OF INFORMATION TECHNOLOGY**

**PROJECT TITLE:  
ONLINE MARKETING SYSTEM**

**BY  
DUNCAN MUSYOKA MUTUKU  
BBIT/000103/312/15239**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF BACHELOR IN BUSINESS INFORMATION  
TECHNOLOGY IN SCHOOL OF PURE AND APPLIED SCIENCE IN**

**MOUNT KENYA UNIVERSITY**

**NOVEMBER 2015**

by  
and  
akes  
request  
regain  
rat

## Abstract

In this project I propose to come up with an online inventory marketing system that manages all the records and operations. Many farms have been operating on a manual system for carrying out activities in all its departments. The project itself will be carried out in phases thereby identifying the problems and offering solutions for them also choosing an appropriate system methodology and the plan of action is considered as well. In addition, identifying the resources that are required, having a budget and schedule to work with, monitor and evaluate of the progress. Analysis of the system will be carried out through various data collection techniques. The system will be tested in phases to ensure viability of the system.

cy  
and  
akes  
regain  
rat