

MOUNT KENYA



UNIVERSITY

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

**PROJECT TITLE:
ONLINE MARKETING SYSTEM**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF BACHELOR IN BUSINESS INFORMATION
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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.