

### **Case Study #3**

ADM Marketing Pte Ltd is a company based in Singapore that specialises in selling corporate diaries to companies.

ADM is a family-owned business established in 1983. It has been running its business entirely manually, i.e. currently there are no sales or financial systems. Orders come in through phone or Fax. The Sales Manager first enters the sales order into an Excel spreadsheet. She then hands the order to the Finance Department to do a credit check on the customer, e.g. to check if there are any outstanding balance or if the customer is a black-listed customer. The orders are then sent to the graphics designers to design according to each client's specifications. The corporate diaries are then printed by their Printing Department, and dispatched to the customers via their Logistics Department. The Sales Manager will print an invoice using Microsoft Word. The invoice is handed to the client when the corporate diaries are delivered to the client. Corporate customers are given 21 days to make the payment.