



“MIS Application in Sales Admin: A Study of Akij Venture Ltd.”

Submitted To:

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Date of Submission: **September, 2025**



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Akij Venture Ltd.”**

LETTER OF TRANSMITTAL

Date: September, 2025

To
Dr. Sayedul Anam
Associate Professor
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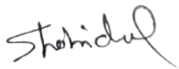
Subject: Submission of Internship Report on “**MIS Application in Sales Admin: A Study of Akij Venture Ltd.**”

Honorable Sir,

It is a great honor for me, I MD SHOHIDUL ISLAM, to submit the internship report titled “**MIS Application in Sales Admin: A Study of Akij Venture Ltd.**”. This report has been prepared as a requirement for the completion of the BBA program. I have tried my best to put together all the important information, experiences, and insights I gained during my internship at Akij Venture Ltd.

I really hope this report meets your needs and expectations.

Sincerely,



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LETTER OF APPROVAL

This is to certify that the internship report entitled “**MIS Application in Sales Admin: A Study of Akij Venture Ltd.**” has been prepared by MD SHOHIDUL ISLAM, ID: 221-11-1605, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Management Information System, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.

S. Anam

Dr. Sayedul Anam

Associate Professor

Department of Business Administration

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DECLARATION

I am MD SHOHIDUL ISLAM, a student of the Department of Business Administration, bearing ID: **221-11-1605**, Major in Management Information System, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled “**MIS Application in Sales Admin: A Study of Akij Venture Ltd.**” has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.



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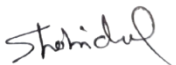
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In the first instance, I would like to Thank Almighty Allah for giving me energy, patience and all possible efforts in order to accomplish my internship report. I am also genuinely grateful to my family who have been supporting, encouraging and blessing me in all walking of success of life. I am grateful to Professor, my internship supervisor. Dr. Sayedul Anam, for his precious supervision, constructive comments and continuous effort to supervise me throughout the report. His knowledge and guidance helped us to understand it all in a way that made sense.

I am grateful to for giving me the chance to work as a Management Information System Intern at Akij Venture Ltd. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.



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Executive Summary

Management Information System (MIS) facilitates the sales administration functions at Akij Venture, Ltd. (AVL) by converting routine field activities into verifiable transactions, manageable claims, and actionable management information for informed decision-making. The study also demonstrates that Management Information Systems (MIS) provide efficient and direct ways of performing jobs in the real world that require the sales information chain by facilitating direct job execution — such as the creation of TA/DAs (Travel Allowance/Dearness Allowance) or in-depth incentive calculations — monitoring ERP and spreadsheet workflows, and reviewing the internal dashboards and templates to help companies tee up sales strategies and get into their right buyer audiences. Managers can look for problems and identify possible shortfalls and MIS allows their data to be customized with input-role and output-role separating MIS functions within and between functional areas that deal with specific segments of data: logistics planning, for example, handling sales, or accounts management, for example, dealing with logistics, inventory or performance planning and sales or with accounts – to provide best insight across a business unit or the company.

The internship identified a variety of challenges, including an ongoing dependence on spreadsheets for temporary calculations, inconsistency in master data management (e.g., customer, SKU, and route codes), and access restrictions for new users, which can extend cycles or require reconciliation at month-end. It has recommended the implementation of workflow-based TA/DA and incentive calculators within the ERP. To mitigate Formula Drift, improve Master Data Governance and Audit Trails, integrate exception alerts into self-service dashboards and guarantee consistent provision of Role-based Access and refresher SOP training across all domains. The aim of this consolidation is to optimize rework, accelerate approval and settlement processes, and build trust into Sales Admin's data so that AVL is able to make swifter tactical decisions and plan ahead with improved certainty across all product categories and regions.

Table of Contents

“MIS Application in Sales Admin: A Study of Akij Venture Ltd.”	i
LETTER OF TRANSMITTAL	iii
LETTER OF APPROVAL.....	iv
DECLARATION.....	v
ACKNOWLEDGEMENT	vi
Executive Summary	vii
Chapter 1:.....	1
1.1 Background of the Study.....	1
1.3 Scope of the Study.....	2
1.4 Methodology	3
1.5 Limitation of the Study.....	4
Chapter 2:	5
2.1 Company Overview	5
2.2 Vision, Mission and Core Values	5
2.2.1 Vision.....	5
2.2.2 Mission	5
2.2.3 Core Values.....	6
2.3 History and Current Operations	6
2.4 Tools & Functions of MIS at AVL	7
2.4.1 Overview of MIS in Sales Admin.....	7
2.4.2 Key MIS Tools Used	8
Chapter Three:.....	11
3.1 Role and Responsibilities.....	11
3.2 Rationale of Those Roles and Responsibilities	11
3.3 Example of the Task	12
Chapter 4:.....	14
4.1 Important Learnings	14
4.2 Rationale of Roles and Responsibilities	15
4.3 Connection with Academia	15
4.4 How MIS Connects with Sales Admin at AVL.....	16
4.4.1 Integration of Sales Data with MIS.....	16
4.4.2 Sales Performance Monitoring	17
4.4.3 Coordination with Regional Sales Teams	19
4.5 Overall Reflection and Examples of Personal and Professional Growth.....	20

Chapter 5:.....	22
5.1 Critical Evaluation of the Internship Experience	22
5.2 Key Challenges Faced During the Internship	22
5.3 Learning from Challenges	23
5.4 Recommendations	24
Chapter 6:.....	27
6.1 Conclusion	27
References:.....	28

Chapter 1:

Introduction

1.1 Background of the Study

They began with basic records of data and have evolved into extensive systems that oversee how companies gather, store, utilize, update, and present data for decision-making. MIS to run Sales Administration Forms, required fields, and select lists are used to collect structured data. Built-in validation checks eligibility and sets distance/rate slabs for TA/DA. Maker-checker validation will ensure that your personal content is fact-checked and meets the guidelines. They're not just the people you look at. The primary role of the TA/DA Pay Controller, the same to perform other supervisory responsibilities as defined below is to make certain rules for tracking and paying salaries and prizes and privileges as defined in the organization. Due to this direct influencing, both equity and morale of the worker's benefit. Audit and role-based access logs document the who, what, when, and why of changes for accountability. By adding these extra features, bosses or supervisors can more easily evaluate and review the work being accomplished, with disputes being resolved more quickly. And it can then help you ensure orders and services are flowing smoothly across the supply chain from logistics, to customer service and billing, and payment. All users are able to view the current order status, claim age, and payout readiness. This feature facilitates reconciliation.

A range of beneficial dashboards containing data on regional and SKU trends as well as exception lists are generated via the integration of a specific ERP module, which is in the suite of AVL tools. During transition periods, spreadsheets may be used for certain calculations or checks, even though ERP systems protect master data and transactions. There is much evidence that is pointing out why the efficiency improvement in business is the real cost effective. The latest research commissioned reflects our previous research and I would highly suggest that you read up on this more thoroughly. Deduplication, along with its sister concepts of revision logs, and code ownership greatly help avoid formula drift and other problems that can cause version control issues. An assessment was given every week and every month. By designing efficient ways to provide management decision makers with an analysis of timely information to assist them in making quick and accurate decisions regarding resource use, students can acquire a thorough understanding of how to utilize MIS software. It's a type of software most software MIS firms resell as an employee training program in order to create high-level associates with the experience needed to advance in senior-level leadership. That background setting is also important to give participants at each institution an idea of what types of factors are relevant to successful implementation and operation of MIS

activities and processes - from their business units and their counterparties to suppliers of software and services. By establishing this terrain, the methodology, analysis, and recommendations in the report can be justified, with a focus on design, governance, and decision support. This internship gives a realistic view of MIS in action against this background by allowing the intern to prepare TA/DA and incentive sheets, verify documentation, update master records, and build summaries that managers use to make decisions. The research background is, therefore, not just theoretical, it frames a process-level inquiry into where MIS currently succeeds in accuracy, timeliness, transparency, and where it contains limitations such as spreadsheet dependence, uneven data discipline, and access limitations for new users. Understanding this terrain justifies the study's focus on workflow design, data governance, and decision support, which sets up the methodology, analysis, and recommendations that follow.

1.2 Objectives of the Study

The main aim of this study is to analyze the utilization of Management Information Systems (MIS) in Sales Admin.

Some of the specific objectives are:

- To analyze the tools and systems used in MIS at AVL.
- To evaluate how MIS integrates with sales administration functions.
- To explore the impact of MIS on data accuracy, efficiency, and managerial decision-making.
- To document the practical learning experience of the intern during the internship period.

1.3 Scope of the Study

The aim of this paper is to look at what AVL's Sales Administration Department does now and will be doing in the future, in terms of their Management Information Systems (MIS). Among other things, this job entails keeping an eye on sales and customer information, handling and judging TA/DA claims, looking at and talking about sales incentives, making weekly and monthly performance reports, and helping with cross-functional transitions to logistics for dispatch and delivery confirmations and to finance for posting invoices and handling claims. The connection between ERP systems, Excel, and internal screens is investigated in this study. It has the formal record and other items where the spreadsheets have worked as links. Unless a clear link exists with Sales Admin operations or data definitions, the scope is intentionally limited, preventing thorough exploration of production planning, corporate finance beyond settlement interfaces, or marketing analytics. The period of the internship serves as the time horizon, as it affects what is seen as influencing observations and limiting the ability to extrapolate results from other campaigns or seasons. Nonetheless, the scope covers control points affecting the integrity of the sales information, the accuracy of the payouts, and the promptness of management reporting. The best practice guide also provides pragmatic recommendations for workflow configuration, master data discipline, and access governance, all which can be executed within Sales Admin, and with an

impact across related functions.

1.4 Methodology

This study only used secondary research in designing. All findings and results in any article are based upon careful, methodical investigation into all elements of the relevant subject. Artifacts from Akij Venture Ltd. provided an important internal source. The Sales Administration handles many issues of daily allowance, reimbursement, and incentive allowance. The scheme also ensures that management reports from the organisation's Management Information System (MIS) are compiled and that the policy papers and information sheets are followed up with. In addition, there was a large list of supplemental document resources, including format guides, formatted templates, standards for making reports, and policies and rules for communication with coworkers across functions that interacted with Logistics and Finance groups. We didn't survey, interview, observe or conduct any experiments. Instead, using only the course readings and accessible literature on MIS we came up with the best practice definitions and guidelines.

An efficient procedure for the investigation of documents was applied. The initial criteria for this internship are:

- (a) documents must be current or have been updated during the internship
- (b) they must provide enough procedural or data detail to make process mapping easier
- (c) they must be directly related to Sales Administration processes (TA/DA, incentives, master data maintenance, regional reporting, etc.)

Each document was assigned a standard capture sheet. The instruction sheet explained what the document was for, what data fields it had, how to check for errors, how to route approvals, what cutoff dependencies there were, and what outputs there were, such reports or postings. Finally, the same information was reviewed three times from different sources. For example, an SOP rule that sets up and maintains a template or framework to handle business or process processes might then be compared to that template and to the outcome, in that same dashboard so to verify their consistency, identify gaps or find the points where spreadsheets aid tasks which fall outside ERP, which, of course, refer to enterprise resource planning.

There were two steps in the analysis. Process mapping had been created and used extensively to help process our current company's financial process including TA/DA cycle and related reward incentives, bringing control points and common exception channels for smooth and efficient transactions between TA, DA & Incentives Cycle. During our performance assessment we looked at all the processes and we analysed each process from our established 5 criteria that comprises the MIS quality traits of timeliness, correctness, completeness, consistency, and traceability. A significant challenge with this kind of tool is determining how best to utilize best practices to avoid foreseeable problems such as formula drift in spreadsheet phases and ambiguous ownership of master data. Only samples from the policy and process level are shown; proprietary numbers were not repeated, and the report is only a sample. Management Information Systems (MIS) can assist

sales administrative departments to perform their functions more efficiently and effectively, at the lowest cost to any department or operation. As MIS are an "emerging" technology that enables enterprises to gain a very great amount of information in near real time and also helps to monitor operations, help to improve service level by receiving triggered action notices directly from their operational environment in time before service takes place. It must also conform exclusively to the specifications contained in AVL's official documentation.

1.5 Limitation of the Study

- Could not observe long-term trends, seasonal activities, or all special campaigns.
- Reliance on informal survey / report methods and reliance on secondary data such as policies / procedures / SOPs / dashboards, templates / checklists and presentations.
- Access restrictions to certain ERP modules and detailed financial information due to confidentiality and role-based permissions. The present report looks at organizational issues at the sales Admin department. This was the focus of our survey which interviewed sales representatives as well as sales administrators and administrative executives in some of the largest companies.
- Some processes still have Excel documents outside the ERP making it hard to trace each step or quantify all errors and rework with every production order.
- Analysis and interpretation is generally based on the viewpoint of an intern, which may be less knowledgeable on more complex issues of the topic.
- Confidentiality requirements have been met. For these specific topics, you will need to maintain the examples to a minimum.

Chapter 2:

Organizational Overview

2.1 Company Overview

Akij Venture Ltd. (AVL) is a well-known company in the Akij Group. The Akij Group is one of the oldest and most diverse business groups in Bangladesh. Throughout time, AVL has entered into new markets and provided more products. The company has a huge network of customers and distributors to offer its products to different consumers. After they are sold, products are bought, made, shipped, and serviced all over the country. Reliable and timely information is critical for operational management and decision making in today's evolving and competitive environment. As the organization grew in size and complexity, a highly efficient structured and integrated information backbone was the need of the hour. Management information systems are the most important here. MIS at AVL works to provide a single solution to monitor the flow of real-time production, process, project and corporate knowledge throughout the group. Afterwards, this new knowledge system processes this data in an intelligent way according to clearly defined rules. You can see it in almost every part of the business, but it's especially important in sales and distribution, where a lot of deals happen every day. AVL's Sales Administration is probably the most important bridge between what happens in the field and what happens at the head office. MIS is in use at a large business as part of an effort to track their supply chain, orders, customers, products, and monitor productivity. You need to know a little bit about the company AVL before you can see how its software is applied to Sales Admin and then use it as an extra tool that helps the company meet its big business goals.

2.2 Vision, Mission and Core Values

2.2.1 Vision

As with many successful companies, Akij Venture Ltd. has a defined mission and goal. AVL aims to become a trusted and leading provider of high-quality goods and services in its target markets, while also creating long-term value for its customers, employees, business partners, and society as a whole. That means the business also embraces growth, reliability, and a promise to always improve.

2.2.2 Mission

AVLs' every-day goal is the accomplishment of this vision. But in fact, the company's goal is to deliver the very highest-quality products in a timely manner so the customers can be in a position to enjoy the positive results quickly. In this particular scenario the company relies on a package of advantages, from prompt shipping, excellent client service, and rely on an upfront nature to

facilitate every sale.

Account records must be kept accurately, and the organization must provide fair and timely TA/DA and incentive payments to promote timely decision-making; these are the activities relating to Sales Administration; the duties of the Sales Administration department. Because it improves process consistency, automates checks and clarifies reports, MIS becomes an important tool for meeting these responsibilities.

2.2.3 Core Values

They demonstrate the importance to AVL of being accountable, team-oriented and understanding the needs of its clients. Maintaining your integrity is simple with the right permissions, audit trails, and rules-based controls. MIS can keep people accountable because they are made aware of their roles and duties. Information sharing can create collaborative cultures in organizations that include finance, logistics, sales, and operations. Delivery orders and the handling of claims must take place as quickly and error-free as possible in order to keep the customers in mind. The success of these operations is the best argument of a highly focused IT department for AVL which achieves corporate goals while aiming the sales' administrative department to be one of its success' stories.

2.3 History and Current Operations

Akij Venture Ltd. (AVL) is a concern of the widely known Akij Group, one of the largest and most diversified industrial conglomerates in Bangladesh. The roots of the group go back more than seventy years to the entrepreneurial journey of its founder, Sheikh Akij Uddin, who started from very humble beginnings and gradually built up a wide range of businesses across the country. Over time, these activities were organized into several major parent companies, one of which is Akij Venture Ltd. AVL started its modern journey in the consumer market as Akij Food & Beverage Limited (AFBL) in 2006, with the aim of producing high-quality food and beverage products for Bangladeshi consumers.

From the outset in food and beverage, Akij Venture has stepped up steadily with expanded and diversified product lines. Today, AVL can be described as one of the best and most reputable consumer goods manufacturing groups in Bangladesh, with subsidiaries and activities in such diverse areas as Food & Beverage, Health & Hygiene, Publications, Paper Mills, Insurance, Dairy Farm, Electronics, Bicycle & Engineering, and many other emerging ventures. In the food and beverage sector they comprised soft drinks, water, snacks and other processed items, while there was also development within the packaging, printing and promotional activities areas. This corporate arrangement gives us the ability to share common resources, technology and distribution channels across its diverse product portfolio.

Akij Venture is still investing in new capacity and in the new operation. In other words, if we take a LOJG example, we can see, in 2023, a very large and advanced packed drinking water production line, manufactured by AFBL. Expanding their business by improving equipment and processes

demonstrated they were willing to use modern methods of doing business and be demanding to keep a place in the industry. The group is built around a network of independent contractors that operate our manufacturing facilities and distribution centers nationwide. Central functions like sales, logistics, finance and IT are key to keeping these businesses running smoothly. Businesses purchase raw materials to produce their final products, perform tests to ensure newer or better goods, sell their goods throughout the country, advertise with their brand names, and mainly engage in customer service to establish customer trust.

2.4 Tools & Functions of MIS at AVL

2.4.1 Overview of MIS in Sales Admin

"Management Information Systems" (MIS) was integrated into the "Sales Administration Department" at Akij Venture Ltd. (AVL) and plays a key role in streamlining daily operations, ensuring accurate data management, and providing valuable insights that drive decision making. The responsibilities of the sales admin include monitoring sales data, tracking performance metrics, coordinating with regional sales teams and generating reports. MIS tools are used extensively to manage these tasks efficiently, reduce human error, and improve the effectiveness of the department. Key daily tasks in the Sales Admin department where MIS is applied include:

Data Entry and Management:

- Data entry involves recording sales orders, customer information, and transaction histories. The AVL ERP Enterprise Resource Planning system does this work, collecting, storing and making the real time information available on an individual plant basis. As with many different tools that create an operational advantage in bringing businesses and management together, MIS (management information system) helps ensure that teams and workers are entering in identical information to help streamline procedures and maximize data integrity.

Sales Analysis:

- The sales Admin team looks at sales data using MIS tools like Excel and the ERP system. Tracking daily, weekly, or monthly sales performance, finding sales trends, and comparing actual sales to goals are all part of it.
- Data analysis helps managers identify the best-selling products, regions, or sales teams so they can make changes or build on their strengths.

Report Generation:

- The responsibility of Sales Administration involves compiling and analyzing reports. A company might want to use Microsoft Excel, the internal management information dashboard, or other Management Information System tools to facilitate a cost-efficient, objective approach in constructing regular internal business management reports. These report preparation features can track various activities such as, performance results on specific sales segments, performance trends on an intra-year basis, incentive calculations from the ERP system, or any relevant performance indicators to compare with

organizational performance levels.

- The development and release of those reports are vital to the decision-making process, considering the key indicators used to drive success of individual and regional business units, which in turn is of prime importance for long-term business unit leadership.

Sales Incentive Management:

- The MIS can figure out a specific type of incentive by means of an ERP system. The system works by getting performance information for sales force members and applies different policies for enacting financial incentives based on those factors and according to already-set rules. This cuts down on manual calculations, which makes things more accurate and saves time.

Coordination with Regional Sales Teams:

- MIS is a tool which helps a number of key management teams synchronize the business for best overall business performance. Sales teams can get real-time visibility on their accounts, customers, inventory, and overall performance metrics. The source of this data usually originates from the ERP or RTM tools. This openness helps departments to talk and work together better.

2.4.2 Key MIS Tools Used

ERP System:

The Enterprise Resource Planning (ERP) system is the most important part of AVL's Sales Admin work. It is a single platform that can handle a number of business tasks, such as keeping track of inventory, managing sales orders, and making reports. This is how the ERP system works:

Managing Sales Orders:

- The software solution helps maintain the business needs of their organization in terms of preparing material. It ensures that the orders processing is prompt, as well as the stock levels are maintained, updated, and changed, as required, to reflect each sales transaction. A typical ERP software solution would streamline the sales operation from order creation to invoicing and payment collection to customer delivery, improving customer satisfaction and promoting repeat business.

Incentive Calculations:

- The ERP system's main function is to do calculations for those incentives to have them added in the management strategy plan, thus serving the function to the employees of those strategies by doing all of the math for those goals. The ERP system will collate all the sales information from the company, including details such as employee commission rates

according to performance and will also provide recommendations to improve business strategy. A system will take data relating to your sales reps performance and produce reports for your business. On their scheduled time and the amount that corresponds with that schedule.

Integration with Other Functions:

- The ERP system is not only for sales administration; it also works with other parts of the business, such as the finance, inventory, and human resources departments. A consistent, company wide knowledge base Like say when you use the software to make a sales order for an inventory. The software will notify you immediately that you will not have inventory because it didn't update to one of the retailers. When a customer has made a payment, it is directly linked to the finance module.

RTM (Route to Market):

Another important MIS tool AVL uses is called 'Route to Market (RTM)', which allows AVL to better predict future earnings and revenues. Route to Market Models are used to measure potential changes to the status of shipments at any point on the logistical chain by looking at how well the products are distributed and the markets that they serve.

Sales Tracking:

- AVL can measure RTM distribution at any stage of the product cycle. The company's big data tracking solution helps it monitor in real time the performance of different markets, so it could determine which areas need a little extra help in ensuring the company is going in the right direction, and a little guiding hand.
- Sales teams can see detailed information about their market reach, inventory levels, and customer interactions. This is helpful when they want to set goals and aims for next year.

Monitoring and Improving Sales Processes:

- RTM provides all of the information that Regional Distributors require so they can adjust their business to be optimally profitable. The system would be able to say that particular regions are underperforming, for example. This will initiate the sales administration or regional teams to take the necessary actions in terms of their actionable agenda. The identified factors include such matters as, insufficient inventory, pricing discrepancies, or inadequate sales initiatives. This enables the enhancement of your skill and performance.

Internal MIS Dashboard:

AVL's internal MIS dashboard is a powerful tool that shows all of the most important sales metrics and performance indicators in one place. This dashboard is very important for people who work in the sales admin department and make decisions.

Simplified Sales Reporting:

- The dashboard gathers data from various sources, including the ERP system and RTM, and presents it in an easily understandable format. Managers can quickly assess sales performance by examining key metrics such as sales figures, inventory levels, incentive calculations, and other relevant data, all displayed visually.

Real-Time Decision Making:

- The MIS dashboard gives you real-time updates, which makes it easier to make decisions based on data. Sales managers can keep an eye on how well their teams are doing, see how well their sales strategies are working, and see how far they are toward their goals right away. This helps the department react faster to changes in sales conditions, which makes it easier for them to make smart decisions based on the most up-to-date information.

Data Visualization:

- There are bar charts, pie charts, and line graphs on the dashboard that show data in a visual way. The data that is converted into these reports can be visualized using charts, graphs, and even maps. The process will be very simple. People will be given an insight into the data by simply looking at the visualized graphs.

Excel:

Excel is one of the most important tools in the sales admin department to handling data analysis, creating custom reports, and generating visualizations. Various ways of use it:

Custom Reports:

- Standard sales tasks are handled by the ERP system, while custom reports are made in Excel. For example, sales administrators will have to compile reports, which will have to be presented to management and the rest of the department, like a sorted set of lists of sales broken down by region, product, or person. Excel offers such flexibility and this makes it easy to create reports that meet varying stakeholder needs.

Data Analysis:

- Sales data from the ERP system can be imported into Excel for detailed analysis. Excel is a versatile data analysis tool with amazing data manipulating capabilities including pivot tables, filters, and formulas which makes it an excellent tool for gathering and performing predictive analyses for improved performance, forecasts, and decisions regarding sales performance.

Sales Data Visualization:

- Excel's charting tools are used to create visual representations of sales data, such as trends over time, comparisons across different periods, and performance vs. targets. These visualizations are often included in reports that are shared with senior management or regional teams.

Chapter Three:

Role And Responsibilities

3.1 Role and Responsibilities

When I began my experience in this field, I developed and penned press releases, coordinated weekly internal management meetings and I learned a tremendous amount. With AVL Inc, I worked in the sales administration department, which included management information systems (MIS). The training covers the full life cycle of operational and reporting activities and helped me understand how sales data is collected, processed, verified, and presented for decision making. In an organization where corruption exists and financial records for the operations are highly disorganized, we were called upon to check, reconcile, prepare and verify TA/DA statements of financial transactions before presenting it to the Finance Committee. It involved receiving claims in prescribed format, checking whether all required information had been provided, verifying basic calculations and arranging data in Excel or system templates for review and approval by the responsible officer. I organized all supporting documents in a holder for future reference. Another important responsibility was to support incentive calculation activities. As a means of collecting data for target achievement calculations, we inputted the figures into spreadsheets to calculate how the company will distribute the income to incentives it can best divide the company-issued monetary incentives amongst its employees. It likewise included checking codes, names, and other master data in order to make adjustments or updates for customer and sales-related records. Also, in that, I was involved in the preparation of weekly and monthly performance summaries for different regions. Excel provided the software, which allowed for extraction of quick data and to set it in a standard format. Once it was converted, the data then needed to be visualized and presented in a standard format which then had to be laid out and presented visually engaging. During my time at my previous job, I had to follow established Standard Operating Procedures for data analysis to maintain data accuracy, adhering to tight deadlines and report to my supervisor regularly on my productivity. Overall responsibilities in Sales Admin and daily activities within the MIS department, provided me with insights into how MIS supports corporate aims.

3.2 Rationale of Those Roles and Responsibilities

The roles and responsibilities assigned to me were intentionally selected, aimed at both learning objectives and meeting the requirements of the organization. Akij Venture Ltd. has a hierarchical and function-based structure, where the Sales Division is supported by the Sales Admin Department. Sales Administration performs as a service and control unit to connect all employees, logistics, operations, and Finance allowing accurate reporting through thorough documentation and timely submissions. The responsibilities of my role as an intern focused on supporting the basic operations of this information flow. I was responsible for handling Travel Assistance and

Daily Allowance sheets. This affected the motivating factor of employees on all travel transactions and the organization of reimbursement processes. These tasks are sensitive because they involve money and compliance with policy. While senior officers and managers typically hold the power to approve and finalize payments, junior staff members help the managers by doing the checking, preparing information for reviews, and finalizing any requested amendments to an existing policy or program's rules. This division of work matches the organizational structure where upper-level staff focus on decision and approval, while support staff focus on data preparation and accuracy.

Similarly, in order to keep track of current database issues and other reports prepared to comply with the organization's regulatory policies, I took a lead role in updating electronic records and other organizational materials including: With my Sales Administration background, I worked to keep reports complete and updated to make them as insightful as possible for my immediate superiors and managers at head office. This proves that even though I was a minor, my work fit into the bigger scheme of things by contributing to data quality, timely reporting, and the smooth coordination between the different departments despite all these big changes. With this responsibility, I was better able to gain insight into the way my humble and lower-level part could inevitably serve to benefit the Akij Venture business line.

3.3 Example of the Task

For better understand of my experience, a few specific examples of tasks I completed during the internship are described below.

Example 1: Preparation of TA/DA Statement for a Region

I was to help with monthly sales analysis report to our company. As a first action, I started by retrieving the travel assistance / contingency expense bills for each staff submitted by the field force. I checked the records for the necessary information required, such as the date of travel, number of kilometres claimed, routes, locations traveled, person responsible, amounts claimed, receipt, trip start and end points, time involved, vehicle makes, routes and parked, and general date entries. Then, I entered the data into an Excel template, checked the totals, and flagged missing or doubtful entries. The sheet was submitted to my supervisor for his verification and approval. I've learned how required it is for structured formats to have standardized detail.

Example 2: Assisting in Incentive Calculation

In another assignment I help to calculate the incentives on sale for a particular period. I have a team to calculate sales achievement data versus targets to be input into incentive calculation file, so I was one of them to help them do the input to calculate sales achievement. I made sure the achievement percentages and the associated amounts that benefited the workers under incentive conditions were created in conformity with company policy. If I found any unusual or missing data I would inform the appropriate officer. I gained some knowledge of how incentives were linked to performance data and how MIS-based sheets would speed the process up and make the outcome

transparent.

Example 3: Preparing a Weekly Sales Summary

I also helped prepare a weekly sales performance summary. I had the responsibility of reporting weekly retail sales based on the month's system data and sales for each region and product category to show sales activity by region compared to target or current year numbers. I used Microsoft Excel functions to get all the numbers in the database organized. After formatting the report, I handed it off to my supervisor for a complete, critical inspection. How simple a report can be made when your information and your words are put out for someone's opinion to use and they need to make a decision fast.

These examples demonstrate how my tasks were practical, MIS-oriented, and directly linked to the real activities of the sales admin department at Akij Venture Ltd.

Chapter 4:

Key Learnings and Experiences

4.1 Important Learnings

My internship at Akij Venture Ltd. in the Sales Admin Department was truly a great opportunity to observe how Management Information Systems (MIS) are applied in a real business environment. During this period, I gained several important learnings:

1. Practical Use of MIS and ERP Systems

I've learned how MIS and ERP systems are used to store, record and process sales data on a day-to-day basis. Working with sales modules, customer master data and transaction reports helped me to understand the integration of these various systems from order entry to invoice generation and reporting in a business organization.

2. Importance of Data Accuracy and Timeliness

I realized that data entry mistakes that were trivial in themselves could result in calculating thousands in discrepancies in sales reports causing disqualifications and errors from earning commissions, incentives or having accurate taxes withheld from paychecks. This experience influenced my future as I needed to be thorough and careful with the data entry, make timely deadlines so that management receives timely information.

3. Sales Reporting and Analysis Skills

By preparing daily, weekly and monthly sales reports, I am continuing to improve my ability to analyze data using Excel, especially pivot tables, filtering, formulas and basic charts. It helped me understand the importance of product-based reports (SKU wise) for various line segment managers at senior management level.

4. Understanding of Sales Processes and Policies

Through the tasks and discussions with my boss I have been able to develop my understanding of the process involved in setting sales targets, incentives for employees and TA/DA policies. Then it helped me connect the MIS data with the underlying business rules and policies.

5. Communication and Coordination Skills

I routinely had to collaborate with regional sales teams and colleagues from other departments to assist in data issues or the retrieval of missing information. This improved my professional communication skills especially for email etiquette, phone communication, and maintaining an acceptable attitude.

6. Corporate Culture and Work Discipline

Working in a highly organized, structured corporate environment I have compiled valuable, time-preserving information; such as the importance of being punctual, acting in a

professional manner at all times, keeping the schedule to ensure completion of tasks, and maintaining confidentiality. I also learned how teamwork happens in a department where multiple people depend on the same data.

4.2 Rationale of Roles and Responsibilities

My role as an intern in the Sales Admin Department was mainly focused on data entry, report preparation, sales data analysis, and supporting incentive and TA/DA calculations. Although it was an entry-level position, the role fits into the organizational structure in several important ways:

1. Supporting the Sales Admin Team

The Sales Admin Department acts as the backbone of the sales function by ensuring that all sales data is accurately recorded and reported. As an intern, I supported executives and managers in their routine tasks, so they could focus more on complex issues and decision-oriented activities.

2. Ensuring Data Flow Between Field Forces and Management

AVL's sales structure involves regional offices, field sales officers and head office management. My responsibilities helped to maintain smooth flows of information from the field to the head office. By participating in the collection, verification and format of sales data for my division and contributing my time to enter, review and report accurate results, I helped produce up-to-date outputs for the team that I supported.

3. Contribution to Incentive and TA/DA Processes

For a sales person, in particular, they are always closely linked with what the incentive plan is. My work in preparing incentive sheets and TA/DA summaries with MIS/ERP data enabled us to bring forth in order to keep departmental processes transparent. Employees are valued and motivated which affects performance in the sales organization.

4. Link Between Operational Tasks and Strategic Decisions

Although my tasks were operational, I was involved with generating reports and summaries which are used by managers to monitor performance, evaluate target attainment and plan future strategies. The level of strategic contributions shown in the first - table demonstrate how even basic administrative jobs (Sales Administration) contribute indirectly to AVL's decision-making in regard to strategic matters.

In this way, my position was a small but meaningful part of the overall organizational structure that connects the sales force, the Sales Admin Department, and top management.

4.3 Connection with Academia

My internship experience helped me strongly connect what I learned in the Management Information Systems (MIS) major with real-life business practices.

1. **Application of MIS Concepts**

Courses like Management Information Systems, Database Management, System Analysis and Design, and Enterprise Systems were directly related to my work. The concepts of data processing, information flow, integration and system modules became clearer when I worked with ERP and MIS dashboards in the Sales Admin Department.

2. **Use of Quantitative Techniques and Statistics**

Knowledge from Business Statistics, Quantitative Techniques and Decision Science helped me understand how data can be analyzed to find trends and patterns. While preparing sales reports, I used basic statistical concepts such as percentages, growth rates and comparisons.

3. **Use of Excel and Office Applications**

Academic assignments using Excel and other office tools prepared me to handle real sales data. During the internship, I applied these skills while creating pivot tables, charts, and applying formulas for incentive and TA/DA calculations.

4. **Understanding of Business Functions**

Courses like Marketing Management, Financial Accounting, Human Resource Management and Business Communication made it easier for me to understand how sales, finance and HR departments are interconnected. For example, incentives and TA/DA involve both sales performance (marketing) and staff benefits (HR), and must also follow accounting rules.

5. **Bridging Theory and Practice**

Overall, the internship acted as a bridge between theory and practice. Concepts that I previously studied in books and lectures such as MIS benefits, data integrity, internal control, and information for decision-making became more meaningful when I saw them in actual use at AVL.

4.4 How MIS Connects with Sales Admin at AVL

4.4.1 Integration of Sales Data with MIS

MIS and sales data must be linked in order for Akij Venture Ltd.'s sales administration team to keep track of all the different parts of sales activities. AVL makes it easier to handle, analyze, and enter data by using MIS tools. With this information, you can make better decisions and run your day-to-day business more smoothly.

Sales Data Entry

An ERP system can generate these records and you can also find all the details of RTM. The software takes customer orders, records sales transactions, keeps histories and gives out real-time reports. The system always has up-to-date information about sales, customer data and inventories. When a sales order is placed, the system automatically saves the necessary customer, product, and

financial information. In-store retailing relies heavily on this system, because inaccurate and incorrect information is one of the many weaknesses associated with traditional methods. Connecting your ERP system to inventory and finance ensures that sales data automatically updates inventory levels and payment collections.

Sales Data Processing and Analysis

Once the data is entered into the MIS, it is processed and analyzed using the internal MIS dashboard and Excel tools. For example:

- **ERP system:** After data entry, the ERP system processes sales data and consolidates it into real-time reports for the management team.
- **RTM (Route to Market):** Sales data from different regions is processed to track how well products are performing in various markets and monitor distributor performance.
- **Excel:** Sales data is often exported into Excel for deeper analysis and to create custom reports. Analysts use Excel's powerful tools like pivot tables, charts to filter and categorize the sales data, segmenting it by region, product type, or sales team. The use of Excel provides flexibility in analyzing sales trends, performance, and forecasts.

Automation and Accuracy

The use of MIS tools at AVL helps automate repetitive tasks, such as data entry, report generation, and sales tracking. This automation reduces human error, improves the consistency of data entry, and enhances operational efficiency. For example:

- **Sales Order Automation:** When a customer order is placed, the system automatically updates the sales order record and inventory levels.
- **Report Automation:** Regular sales performance reports are generated automatically at scheduled intervals, such as daily, weekly, or monthly. This eliminates the need for manual compilation of reports and ensures that managers receive timely, accurate data.
- **Incentive Calculations:** Sales performance data feeds directly into incentive calculation systems within the ERP, automating the process and minimizing errors in commission and bonus calculations.

This integration of sales data with MIS tools ensures that sales records are accurate, accessible, and up-to-date, which supports better decision-making across the department and beyond.

4.4.2 Sales Performance Monitoring

Another important feature is the Sales Report system which provides the key financial data you will need for successful and profitable sales performance and planning. With highly capable analytics software and state-of-the-art hardware allowing them, the Sales Admin Department are able to manage both individual sales reps as well as entire regional sales teams, so that management

knows exactly where the performance is faltering, with which of the products and to a certain extent how the product's sales reps are performing and also why. AVL have the ability to monitor their performance which enables them to make informed decisions about how to drive the business forward.

Tracking Individual Sales Performance

The ERP system and MIS dashboard provide detailed insights into individual sales representative performance. Each sales rep's sales data is tracked in real time, allowing management to monitor their performance against sales targets, product sales volume, and revenue generation. Using these tools:

- Managers can instantaneously access performance metrics such as the number of sales closed, total sales volume, and revenue generated by each sales rep.
- Automated, detailed reports are then created, which provide managers with sales performance figures, showing how well individual salespeople meet targets and how their sales performance can be further improved (for example, where sales for a particular product are low or where the region in question has a large underperformance).

Tracking Regional Sales Team Performance

Regional sales team performance is tracked using data from the RTM system and integrated into the MIS dashboard. The MIS tools allow AVL to monitor sales performance across different regions and markets, helping to identify top-performing areas and regions that may need additional support or resources. The dashboard presents a consolidated view of sales performance, including:

- **Sales by Region:** Data from RTM is used to analyze sales performance by geographic region. This allows AVL to assess market penetration and identify any regions where sales are lagging.
- **Product Performance:** The MIS tools also track which products are performing well in specific regions, allowing AVL to adjust its product distribution strategy.

Sales Data Feeding into Incentive Structures

MIS tools help monitor sales incentives by linking sales performance to compensation. Sales data entered into the ERP system directly feeds into incentive calculation modules that automatically calculate commissions and bonuses for sales teams based on their performance. These incentives are:

- **Performance-based:** Sales reps are rewarded for meeting or exceeding their sales targets, with performance data tracked via the ERP system.
- **Region-specific:** Regional teams are incentivized based on their collective performance, with team performance data feeding directly into the incentive structure.

This integration ensures that the incentive program is transparent, based on real performance, and reduces errors that could arise from manual calculations. It also motivates sales representatives and regional teams to achieve higher sales numbers.

4.4.3 Coordination with Regional Sales Teams

Effective communication and coordination between the Sales Administration department and the regional sales teams is important for maintaining smooth sales operations. The integration of MIS tools enables both teams to have immediate access to current, consistent, and up-to-date data on every transaction.

Real-time Data Access and Communication

By using RTM and the ERP system, AVL ensures that regional sales teams have access to real-time data about inventory levels, customer orders, and sales performance. Sales representatives in different regions can:

- Access current sales data:
Sales teams can check up-to-date information about product availability, customer orders, and forecasts, reducing delays and miscommunication.
- Coordinate orders and stock:
The ERP system tracks stock levels in real time, and regional teams can communicate their needs to the Sales Support team if additional stock is required or if there are changes in demand.

Sales Performance Data Sharing

Regional sales teams can easily view their individual and collective performance metrics through the internal MIS dashboard. By using this tool:

- Regional managers can compare performance across different areas and assess which sales strategies are working best in their territories.
- Sales teams can receive feedback on their performance in real time, allowing them to make quick adjustments and stay aligned with overall company goals.

Data Supporting Decision-Making for Sales Strategies

Data generated from RTM and the ERP system plays a crucial role in shaping sales strategies. For instance:

- Regional performance data can help AVL's management decide which regions require additional marketing support or promotional campaigns to boost sales.
- Sales trends and product performance metrics can help shape future sales strategies, ensuring that resources are allocated to the most profitable products or markets.

The flow of data from MIS tools enables decision-makers to take action based on concrete information, reducing reliance on intuition and helping optimize sales strategies across the board.

4.5 Overall Reflection and Examples of Personal and Professional Growth

Several specific experiences during my internship contributed to my personal and professional development:

1. Handling Sales Incentive Data Under Time Pressure

There was a period when the Sales Admin team had to finalize monthly incentive calculations within a short deadline. I was assigned to help extract sales data from the ERP system and organize it in Excel.

- **Growth:** I learned to work under time pressure while maintaining accuracy, and I understood the importance of meeting deadlines.
- **Personal Growth:** I gained confidence that I can handle responsibility and contribute to important tasks.

2. Identifying and Correcting Data Inconsistencies

On one occasion, we noticed a mismatch between regional sales figures and the central report. I was asked to cross check data from different sources and help identify the error.

- **Professional Growth:** This experience improved my problem solving and attention to detail. It also taught me not to accept data blindly, but to verify it when necessary.
- **Personal Growth:** Successfully finding and helping fix the error gave me a sense of achievement and increased my self-motivation.

3. Communication with Regional Sales Teams

I had to contact regional offices through email and phone calls to clarify missing or incorrect data, such as customer codes or invoice numbers.

- **Professional Growth:** I improved my formal communication skills, learned proper email format, and became more comfortable talking with senior staff.
- **Personal Growth:** At first, I was nervous to call people I had never met but over time I became more confident and polite yet assertive in my communication.

4. Receiving Feedback from Supervisors

My supervisors regularly reviewed my work and gave feedback on report formatting, data presentation and accuracy.

- **Professional Growth:** I learned how to accept feedback positively and use it to improve my work quality.
- **Personal Growth:** This helped me become more open minded, patient and eager to learn from others.

5. Adapting to Corporate Work Environment

Following office rules, attending meetings, maintaining attendance, and working in a team environment were all new experiences for me.

- **Professional Growth:** I understood the expectations of a corporate job, such as discipline, confidentiality and accountability.
- **Personal Growth:** I learned to manage my time better, balance tasks, and maintain a professional attitude.

Overall, these experiences not only helped me gain practical skills in MIS and sales administration but also shaped my personality, increased my confidence and prepared me for future professional life.

Chapter 5:

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

I had the fantastic opportunity to apply theory into practice during my internship with Akij Venture Ltd.'s (AVL) Sales Administration Department. As part of the larger company's sales administration department, I observed the implementation of Management Information Systems (MIS) during my internship. I have done this, ERP systems, creating reports, analyzing actual sales data, and determining bonuses. I am in the final year of my four-year degree, studying towards a Bachelors Degree in Psychology with a major in psychology research - cognitive neuropsychology at University of Sydney. My internship where I assisted was great. I prepared detailed reports on the TA/DA, in respect to time entries and to make calculations of bonuses with the help of the internal employee data entry tool in order to comply with the audit requirements. I gained a lot of knowledge and experience in this position that will be beneficial to my master's degree, both in terms of getting through and graduating school, and utilizing my degree. Sales administration was a wonderful job I ever had. Everyone was so accommodating from my bosses to my coworkers. When needed they are available and can demonstrate the process to answer my questions. As a result, I was given a lot of practical experience and an even better grasp of my job.

5.2 Key Challenges Faced During the Internship

During the internship period, I faced several challenges, both technical and non-technical:

1. Understanding the ERP and MIS Environment

At the beginning, the ERP interface and different transaction codes were unfamiliar to me. It took time to understand how orders, invoices, returns and reports were linked together in the system.

2. Maintaining Data Accuracy

Handling large volumes of sales data under time pressure was challenging. A single mistake in product code, quantity or region could affect the accuracy of reports and incentive calculations, so I had to be very careful.

3. Time Management and Deadlines

Many tasks, especially sales reports and incentive-related sheets, had strict deadlines. Balancing multiple assignments and completing them on time was sometimes difficult, especially when unexpected corrections were needed.

4. Communication with Regional Offices

Communicating with regional sales teams by email or phone was initially challenging.

Sometimes there were misunderstandings or delays in responses, which affected the completion of my tasks.

5. Adapting to Corporate Culture

As a student, I was not fully used to formal office rules, long working hours, and the need for continuous concentration. Adapting to this environment and maintaining professionalism at all times was a new and sometimes challenging experience.

6. Limited Initial Guidance

In the early days, some tasks were not fully clear to me, and I was afraid of making mistakes. I had to learn gradually through trial, error and asking questions, which was both challenging and time-consuming.

5.3 Learning from Challenges

Although these challenges were difficult at times, they became important learning opportunities for me:

1. Improved System and Technical Skills

The more that I had to study the more I became adept with the ERP system. Since then, I've learned how the different modules relate to each other, enabling me to have real-time access to the modules I am familiar with and export data that I want. It made me strong enough to study further on MIS.

2. Attention to Detail and Accuracy

When I put my first set of sales data together, it led me to double-check my work. I've used straightforward techniques like cross-checking totals, verifying codes and using Excel formulas carefully. This habit of attention to detail is useful not only in Sales Admin, but in any future professional role.

3. Better Time Management

The pressure of deadlines helped me learn how to prioritize tasks, plan my day and break larger tasks into smaller parts. I realized the importance of starting early, reducing distractions, and completing work step-by-step rather than leaving everything for the last minute.

4. Enhanced Communication Skills

On a daily basis, communication with these regional offices strengthened my formal email-writing and phone conversation skills. I learned to follow up carefully, be clear, polite and precise with any issues and do anything necessary to remain loyal to the people. This will be helpful for all future work with multi-disciplinary and multi-stakeholder teams.

5. Adaptability and Professional Behavior

Facing the challenge of adjusting to corporate culture helped me become more disciplined and responsible. I learned to be punctual, maintain a professional attitude, respect organizational rules and handle feedback positively.

6. Confidence in Handling Real Responsibilities

Initially, I was nervous about doing tasks that could affect real company data. Over time, as I successfully handled assignments and corrected mistakes, my confidence increased. Now I feel more prepared to take on professional responsibilities in the future.

5.4 Recommendations

The MIS tools that AVL uses have made sales processes much better, but there are still many ways that they could be even better. Here are some suggestions for making the Sales Admin department's use of MIS better and getting the most out of it for sales performance and reporting:

1. Staff Training and Development

AVL utilizes the latest MIS tools; however, there is always room for improvement in staff utilization. The integration of existing business processes that will leverage ERP will allow better real time management and reduce cost for the organization, as well as having more and accurate operational data that can lead to improvements in organizational and sales performance management. Training courses for the teams equip them with more knowledge, and best of all increases productivity by teaching them best practices.

Recommendation: Establish a comprehensive MIS training program that provides detailed instructions on how to use the ERP system effectively, generate reports, utilize Excel for data analysis, and navigate the internal MIS dashboard.

2. Data Accuracy and Quality Control

Data accuracy is essential for MIS to work, but AVL still has room for improvement in this area. If you make mistakes when entering data, your sales reports, performance tracking, and even your incentive calculations could be wrong. AVL needs to ensure that sales data is correct in order to make sound decisions.

Recommendation: Introduce a data validation framework and automated data-entry checks to prevent manual errors. Furthermore, implement regular data audits to ensure that the information entered into the system is consistent and accurate.

3. Upgrading Software and Tools

AVL's present ERP and RTM tools have done a solid job thus far, but by using cloud-based solutions or upgrading to the latest versions, they could benefit from improved scalability, real-time collaboration, and more advanced analytics capabilities. AI and ML have been taking on a life of their own in modern society and have recently gained mainstream prominence in business so it may make sense for AVL to implement these new-found technologies in the modern information software they use. Amongst other things, for the company, this enables them to achieve better customer insights, provide accurate forecasting, to better plan demand levels, and to ultimately gain a superior vantage point.

Recommendation

Think about enhancing the ERP system with more sophisticated analytics capabilities. Do consider cloud-based MIS platforms as an additional option - they are more flexible and integrate better with other divisions.

4. Enhanced Reporting Capabilities

Excel and MIS are helpful in report production; however, more personalized reporting options can serve various needs. AVL can integrate automated decision engines and customized systems that create reports specific to the needs of departments and teams, thereby reducing manual errors. For example, the team members' needs will be extremely variable: in one organization the sales team needs details on sales and in another the department might just be trying to learn how to group their customers and handle their different business situations. AVL can make sure that every team has access to the important information they need to do well by creating reports for individual tasks.

Recommendation: Add customizable reporting features to the MIS dashboard so that departments can make more specific reports that fit their needs, like performance reports based on products, regions, or teams.

5. Real-time Data Integration Across Systems

As AVL grows, it is critical that all departments, such as sales, finance, inventory, and HR work together by syncing data in real time. The software was an improvement for a data management platform but the original version used more than 50 specialized modules that were used for creating various functions in financial services, legal assistance, accounting, marketing, HR and beyond. AVL can make sure that these systems talk to each other well and that all departments can get the most up-to-date information.

Recommendation: Buy real-time integration technologies or middleware that will let different software systems across AVL sync data right away. This will make sure that everyone in the company can see the same information at all times.

6. Predictive Analytics for Sales Forecasting

The uses of Predictive Analytics for AVL, who are able to determine market demands, to be better informed and prepared for the changes in market behavior or product specifications in the very future. Now the organization's analysts employ a limited number of model predictive analytics. However, analysts were in search of tools that were better suited for predictive performance measurement.

Recommendation: Implement predictive analytics tools within the **ERP system** to leverage historical sales data and forecast future trends, enabling the company to plan more effectively for

seasonal demand, market changes, and resource allocation.

7. Enhancing Cross-Department Collaboration

Sales administration's key is the company's knowledge and availability of corporate knowledge, data, information and the capability to provide standardized procedures which are tailored to their company's requirements and which do not lead to miscommunication. If AVL can get its divisions talking to each other and it can make more effective use of the latest MIS tools, it could simplify its operations and be sure everyone in the company has the same information. You can subsequently find your own answers and therefore the right decisions and there will be no questions.

Recommendation: Foster a more collaborative environment by integrating MIS tools across departments and facilitating cross-functional meetings to ensure all stakeholders are aligned in terms of sales targets, strategies, and performance metrics.

8. Mobile Access to MIS Tools for Sales Teams

Many sales teams work in the field and may not always have access to desktop systems. Implementing mobile compatible MIS tools will allow sales teams to access real-time sales data, performance metrics, and reports on their smartphones or tablets, improving their ability to respond to customer needs and report back to Sales Admin in real time.

Recommendation: Develop or integrate mobile-friendly MIS tools for field sales teams to access real-time data on the go, allowing them to enter sales orders, check product availability, and monitor their performance from anywhere.

Chapter 6:

Conclusion

6.1 Conclusion

Management information systems have allowed Akij Venture Ltd.'s administrative staff to be more efficient, accurate, and knowledgeable in making timely decisions. The Sales Administrators in the AVL's team have Automated Data entry, Sales Analysis, Performance Monitoring, and Report Generation using ERP (Enterprise Resource Planning) System, RTM, internal MIS dashboard, and Microsoft Excel. They could spend more time doing other tasks and would avoid stress. Its strongest assertion is that MIS will improve the efficiency and operation of the Sales Administration Department. Through the automation of data entry and simplifying of reporting systems sales teams can now analyze customer-based metrics to determine customer 'performance'. Thanks to AVL's extensive work to aggregate the company's sales data across several data repositories and systems, now, all of the departments at the company - the Sales Administration Office, regional sales teams, inventory management, and the Finance office, to name just a few - have access to the most current up-to-date data. A new collaborative technique makes people work together and gets things done. One of AVL's best features is that MIS gives them valuable and helpful information on what works and what doesn't for keeping an eye on performance. The integrated ERP and RTM, along with other tools that help sales admin maintain tabs on each Sales team and the region's productivity, make monitoring Sales metrics much easier. The system guarantees that all managers and salespeople have quick and simple access to reliable sales data so they can perform the tasks they're hired for. When sales managers know which employees have received what awards, they are better able to adjust incentives appropriately. They are less focused on work, and become agitated if something changes at home. The data warehouse tools that make strategic decisions on the sales plans also have been really valuable. It is only available in the context of Excel and other real-time dashboards for a lot of work. AVL has had to explore a swathe of tools that help define and shape sales strategies and measures. AVL's sales are very cyclical and it must be true that it has an idea when it's on course for a successful market run. However, the sales administration team at HQ now has more time to focus on strategic tasks due to implementation of new MIS technologies to automate time-consuming daily activities. In fact, they were soon AVL's most profitable plants in history. This means, the operations department can't function without MIS. It improved decision making in the sales process, streamlined operations, and verified data accuracy. AVL has developed integrated technologies that connect different units in the company to enable open, frictionless, instantaneous flow of information throughout the organisation. All these factors contribute to AVL's ability to meet its sales targets.

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