

CHAPTER 1

INTRODUCTION

1.1 Background

Sales and marketing division is one of the important position for hotel. Sales and marketing division have a job to sell and offer product that hotel have to their client. With a good performance of sales and marketing division to their client that makes hotel get trust by their client and will become a loyal consumer for the hotel. Without having sales and marketing division and without being supported by a good performance will become a weakness for the hotel. Without fulfilling their product sales targets, the hotel has a large potential of major loss and directly proportional to the potential bankruptcy of the hotel.

Therefore to increased number of the hotel product sales and for increased hotel revenue and profit, so the hotel give a sales target and incentive for sales marketing division with term and condition that applied. For increased the number of sales to increased profit for the hotel, the hotel implements system for incentive giving to sales and marketing division based on number of product sales and product weight. The incentive giving can be a trigger for sales and marketing division to sell hotel product even more.

With the development of information technology, many of the human work has been assisted by computers so that human work becomes easier and simple. And a complex and complicated of giving incentive problem will be better if there is a system that can help in making the decision to the giving incentive problem. With the existence of this system, duration of time in making decisions will be faster and the decision making will be more practical and uncomplicated. Based on the weight of the attributes in the final calculation of the value, the MADM or Multiple Attribute Decision Making algorithm can be use as method to do this calculation. Because of that weighted product algorithm which is one of

the MADM methods can be used in the sales marketing incentives giving system that can help human to make incentive sales easier.

In this project, weighted product algorithm implemented as a program where the program give and show information contain final value from every sample data. Criteria weight from sample data calculate use weighted product algorithm. Criteria weight is dynamic that mean weight can inputted differently as needed.

1.2 Scope

From the background above, the scope of this project is:

1. How to decide incentive giving with weighted product algorithm?
2. Could weighted product algorithm used as incentive giving system?

Scope limitation of this project is:

1. Using sales and marketing division sales data.
2. Using data in period of 18 months.
3. Weighting is dynamically.
4. Criteria can be added to 5 criteria.

1.3 Objective

Purpose of this project is:

1. Creating a system to help deciding sales and marketing division incentive giving.
2. Analyzing weighted product algorithm as incentive giving deciding system.