

Building a sales management program based on MS Excel software at Quan Trieu Cement Joint Stock Company - VVMI

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Abstract: This topic aims to address the issue of sales management efficiency at Quan Trieu Cement Joint Stock Company - VVMI by building a sales management system based on Microsoft Excel. The research methodology includes practical analysis, system design, and implementation. This system is expected to enhance sales productivity and provide the business with an overview of its operations. The application of an Excel-based sales management system will bring significant effectiveness in optimizing processes, reducing costs, and strengthening business decisions.

Keywords: Sales management, Microsoft Excel, Quan Trieu Cement Company - VVMI, management system, productivity improvement