

Informatization of sales management at Ha Thai Tea Joint Stock Company, Thai Nguyen

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Abstract: In the context of increasingly fierce business competition, the application of information technology solutions in sales management activities has become an urgent need. This topic aims to improve management efficiency through the development and implementation of a sales management system based on information technology. The research methodology includes assessing the current situation, proposing solutions, and deploying practical applications at Ha Thai Tea Joint Stock Company, Thai Nguyen. The expected results of the topic will bring significant benefits in terms of management and enhance the competitiveness of the enterprise.

Keywords: Informatization, Sales Management, Information System, Information Technology, Tea Business