

Research on customer relationship and market forecasting information system for Vico Hai Phong Detergent & Cosmetic Company - Thai Nguyen branch

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Abstract: This topic proposes an information system to effectively forecast customer relationships and market trends for Vico Hai Phong Detergent & Cosmetics Company at its Thai Nguyen branch, helping the company develop flexible business strategies. By synthesizing customer data and analyzing market trends, the system will predict changes in customer purchasing behavior and market fluctuations to provide information supporting management in business decision-making. The research method combines theories of customer relationship management with practical implementation of forecasting software applications to ensure feasibility in reality.

Keywords: Information systems, Market forecasting, Customer relationship management, Forecasting software, Cosmetics business