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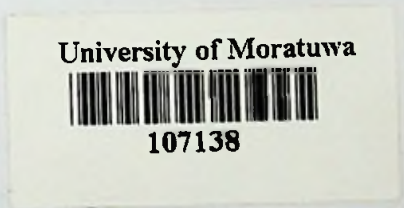
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Market Return System for The Maliban Milk Products (Pvt) Ltd

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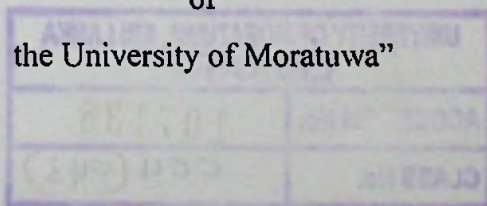
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requirement of the Degree of MSc in Information Technology

of

the University of Moratuwa"



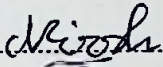
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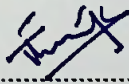
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Acknowledgements

It is my pleasure to thank and pay my gratitude to Mr. D. K. Withanage who supervised me with valuable comments, guidance, assistance and encouragement throughout this project.

I would like to pay my gratitude to all lecturers who taught subjects in my MSc degree programme. The things I have learnt in subjects helped me in many ways throughout this project.

Sincere thanks to all of my fellow mates at MSc programme whom I have received support or not in make this project a success.

Abstract

Maliban Milk Products (Private) Limited (founded in 1997), is a subsidiary of the Maliban Group of Companies, and as at date, it is the second market leader in the relevant industry in Sri Lanka. While the management was ambitious of pushing it towards a higher market segment, it was simultaneously constrained with issues over obtaining reliable and accurate data for more informed and enlightened decision making for achieving its goals.

The main constraint was market returns that stood at 7% of total sales. Apart from the loss caused thereby to the company, the management was conscious of its added negative impacts in causing end-user dissatisfaction and distrust that could greatly hinder management's efforts to further boost sales.

From the inception, Maliban Milk has never had a proper effective system for recording and monitoring especially market returns. This frustrated the management's efforts to ascertain and address issues pertaining to high rate of returns. Maliban Milk depended on its installed Infor System 21 as its ERP Application. Although this was further supplemented with MS Excel based worksheets and manual paper based records maintained separately by Finance and Quality Assurance Departments, they failed to provide the management requirements for reliable information; so much so, that the identical query posed at two different times for detailed breakdowns of market returns involving comparisons and combinations sometimes yielded highly diverse results!

It was in this backdrop that the management finally decided to discard its existing market returns monitoring systems and get the correct type of Application that would be an exact fit to catering to its total requirements of accurate and reliable information expeditiously.

Several options embracing different models, modules and prototypes were examined at depth not only for efficiency and accuracy, but also for financial and related economic costs involved in installation and maintenance including scope for accommodating changes as and when necessary in the foreseeable future.

Finally, a Maliban Milk Market Return System with a graphical user interface was installed and is now fully operative (along with Infor System 21) yielding satisfactory results up to now in catering to total requirements of data and information not only for head office, but also for Distributors/Customers too.

This new system implemented not only retrieves data inputs from the System 21 application, but also updates outputs into that System. This application works on the Java programming language. Therefore Unified Modeling Language was used for system analysis and design. It is capable of being viewed by the Quality Assurance and Finance departments, and also this furnishes a variety of reports to Company Management.

All relevant aspects and angles pertaining to the above matters are covered in this Project Report in greater detail including a separate chapter on what appears to remain to be done for the future.

Contents

	Page
Chapter 1 Introduction	01
1.1 Preamble	01
1.2 Background and Motivation	01
1.3 Aim and Objectives	03
1.4 Solution.....	05
1.5 Summary.....	06
Chapter 2 Existing Systems	07
2.1 Introduction	07
2.2 Market Return Process	07
2.3 Infor System 21 ERP	08
2.4 Other Applications.....	09
2.5 Summary.....	10
Chapter 3 Technology Adopted	11
3.1 Introduction.....	11
3.2 Software development process models.....	11
3.2.1 The Waterfall approach	12
3.2.2 Evolutionary Development	13
3.2.3 Component Based Software Engineering (CBSE).....	14
3.3 Software Analysis and Design Methodologies.....	15

3.3.1	Structured System Analysis and Design Methodology.....	15
3.3.2	Object Oriented Analysis and Design	15
3.3.3	Rapid Application Development	16
3.4	Software process iteration	16
3.4.1	Incremental delivery	16
3.4.2	Spiral Development	17
3.5	Summary	17
Chapter 4	The Approach	18
4.1	Introduction	18
4.2	Inputs for MMRS	18
4.3	Output of MMRS	19
4.4	Process	19
4.5	Types of Users	20
4.6	Features of the MMRS	20
4.7	Summary	21
Chapter 5	Analysis and Design	22
5.1	Introduction.....	22
5.2	Feasibility Analysis.....	22
5.2.1	Economical Feasibility	23
5.2.2	Technical Feasibility.....	23
5.2.3	Operational Feasibility.....	23
5.2.4	Resource Feasibility	24



5.3	Software Specification	24
5.3.1	Functional Requirements	25
5.3.2	Non-Functional Requirements	26
5.4	Unified Modeling Language (UML)	26
5.4.1	Use Case Diagram	27
5.4.2	Activity Diagram	29
5.4.3	Sequence Diagram	31
5.4.4	Class Diagram	32
5.5	System Design	34
5.5.1	Design Considerations	35
5.5.2	Major Elements of System Design	36
5.6	User Interface Design	38
5.6.1	Tips and Techniques	38
5.6.2	UI Design Principles	40
5.6.3	Concluding Remarks	41
5.7	Database Design	41
5.7.1	Logical Database Design	42
5.7.2	Physical Database Design	43
5.8	Summary	43
5.9	References	44

Chapter 6 Implementation 45

6.1	Introduction	45
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6.2	Software.....	45
6.2.1	NetBeans IDE.....	45
6.2.2	MySQL.....	46
6.2.3	Jasper Reports.....	46
6.3	Hardware Requirements.....	47
6.4	Flow Charts.....	47
6.5	Algorithms.....	49
6.5.1	Validate a date.....	49
6.6	Market Return.....	51
6.6.1	Market Return Note Entry process sequence.....	51
6.7	Summary.....	54

Chapter 7 Evaluation and Testing 56

7.1	Introduction.....	56
7.2	Evaluation Process.....	56
7.3	Artifacts and Deliverables of Evaluation.....	57
7.4	Testing.....	57
7.4.1	Verification.....	58
7.4.2	Validation.....	59
7.4.3	Test Strategy.....	59
7.4.4	Test Plan.....	60
7.5	Input Data Testing.....	62
7.5.1	New Return Note Creation.....	62
7.5.2	Sign on to MMRS.....	63

7.6	Summary	63
Chapter 8	Conclusion and Further work	64
8.1	Introduction	64
8.2	Achievements of objectives	64
8.3	Problems encountered	65
8.4	Limitations of the solution	66
8.5	Further Work	66
8.6	Summary	66
Appendix A	Individual Contribution to the Project	67
Appendix B		71
	List of Figures	71
	List of Tables	71
	List of Acronyms and Abbreviations	72
Appendix C	References	73
Appendix D	MMRS User's Manual	75
1	Sign on to MMRS	75
1.1	Market Returns Main Menu	76
2	Market Return Menu	76
2.1	Market Return Note New Entry	76
2.2	Market Return Note Enquiry	78
2.2.1	Return Note Number Enquiry	78
2.2.2	Return Note Enquiry for Date Range	81
2.2.3	Return Notes Range	84
2.2.4	Return Notes Enquiry for Customer	85

	2.2.5	Product/Defect Reason Summary	86
	2.2.6	Return Notes Summary for 2 Years	88
2.3		Market Return Note Modify Rows	88
2.4		Market Return Note Modify	90
2.5		Market Return Note Delete.....	91
2.6		Exit from the MMRS	93
3		Enquiries Menu	93
	3.1	Product Enquiry	93
		3.1.1 Minor Group	93
		3.1.2 Product Description.....	93
	3.2	Customer Enquiry	96
		3.2.1 Entire Customer Name	97
		3.2.2 Customer Name Content	98
4.		Updates Menu.....	100
	4.1	Database backup	100
	4.2	Add New Defect Reason	101
	4.3	Update System 21Customers.....	102
	4.4	Update System 21Products	102
	4.5	Update Customer Alias Name	105
	4.6	Update System 21 files	106
		4.6.1 By Return Note Number	106
		4.6.2 By Customer Number	107
5.		User Details Menu	107
	5.1	Change Current User Password.....	107
	5.2	Add New User to MMRS	108

