

Independent Study Title	STRATEGIC INFORMATION SYSTEM PLAN, A DIGITAL MARKETING COMPANY
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ABSTRACT

A digital marketing company was studied to plan a more competitive and efficient information system (IS). Strengths, weaknesses, opportunities, and threats (SWOT) analysis as well as Porter's Five Forces Framework, for analyzing business competitiveness, was used. Political, economic, social and technological (PEST) analysis was also taken into account to describe a framework of macro-environmental factors used in environmental scanning of strategic management. Company background, including business model, organizational chart, vision, and missions were examined to determine critical success factors (CSF's) internally and externally, such as opportunities and bonuses.

Results were that an information systems strategic plan was suggested to improve internal processes for competitiveness. Overall internal performance would be improved, reducing errors and work hours while strengthening core business by virtualizing a relationship between information technology (IT) and service delivery.

Keywords: Information technology (IT) master plan, PEST, Porter's Five Forces Framework, SWOT analysis, Digital Marketing