SALES AUTOMATION IN SNACK FOOD INDUSTRY IN INDIA

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ABSTRACT
Information Technology has revolutionized the working environment and has brought a tremendous impact in industries, corporate, government sector, telecommunication etc. Almost every business today requires a role of IT and it makes the work a lot simpler. IT enabled computers, handheld devices; phones are used by companies to gather information quickly without any manual efforts. IT provides businesses with four sets of core services to help execute the business strategy. These four core services are broken into business process automation, providing information, connecting with customers, and productivity tools. Sales Automation tools are used in the snack food business by leading FMCG companies. The research is an attempt to evaluate the effectiveness of Sales Force Automation systems in the FMCG sector. The study also covers acceptance of the retailers, distributors and sales representatives for quick application of the modern device.

KEYWORDS: Sales Automation, Information Technology, Sales Productivity, Snack Food Industry.