

SUMMARY OF MASTER'S DISSERTATION

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Title Research on operating tool environmental friendly housing equipments			
Abstract The housing industry in this country is now facing to a turning point, and it is expected to be difficult to remain without dealing with regulations and demands of the government. My intention in this research is to develop a new sales tool for customers to enable to purchase environmental friendly housing equipments satisfactorily. First of all, I have problem analysis an existing sales system. I have re-modeled CVCA system by applying DEMATEL method and objective developments to define problematic factors of communication. From this analysis, I have found the importance of setting up an equipment sales department. Second of all, I have found it is effective to demonstrate a simulation to suite to each customer's needs and budget by investigating current catalogues which widely used as a sales tool. An user testing confirmed that the simulation based sales tool could not only avoid a high-pressured salesmanship but provide a true customers' satisfaction. Furthermore, the user testing and DEMATEL method clarified the importance of a proper sales system operation to share the latest and correct information. The results of this research; 1. I have clarified problematic factors of communication by analyzing a sales system. 2. Re-modeling of CVCA by applying DENMATEL method and objective development to improve sales system lead me to consider the importance of setting up an equipment sales department. 3. I have created a simulation system with the use of RV Function which can present the most suitable equipments according to each customer's annual income or budget. 4. The validity of new sales tool is confirmed by the user testing. 5. I have shown the validity of new sales system both qualitatively and quantitatively.			
Key Word(5 words) environmental friendly housing equipments, operating tool, DEMATEL method, CVCA, stakeholder			