Thesis Title   Decision Support System for Multi Level Marketing

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ABSTRACT

Teamwork is a key success factor of Multi Level Marketing (MLM) business. Generally, the teamwork of MLM business has a hierarchy structure with a set of team leaders called up-line members and a large number of team members called down-line members. There is normally the difficulty for coordinating all team members to work together to obtain the maximize profit of the team. Consequently, the real time monitoring from the team leader to down-line members is required to provide any support appropriately in time. Therefore, the decision support system for the team leader to provide the real time mentoring to the down-line members is proposed in this thesis. This proposed system provides the mentoring task by using the professional status of down-line members and decision tree. Then, this proposed system provides the suggestion according to the prior knowledge from 10 experts. The proposed system is tested with 50 down-line members of one MLM company in

Thailand. The results show that the proposed system is able to provide 86% accuracy for providing the same suggestions to those made by human experts. Additionally, the proposed system has the overall satisfaction scores both from the experts and the users averagely in "very good" levels for suitability, precision, flexibility and ease to use aspects.