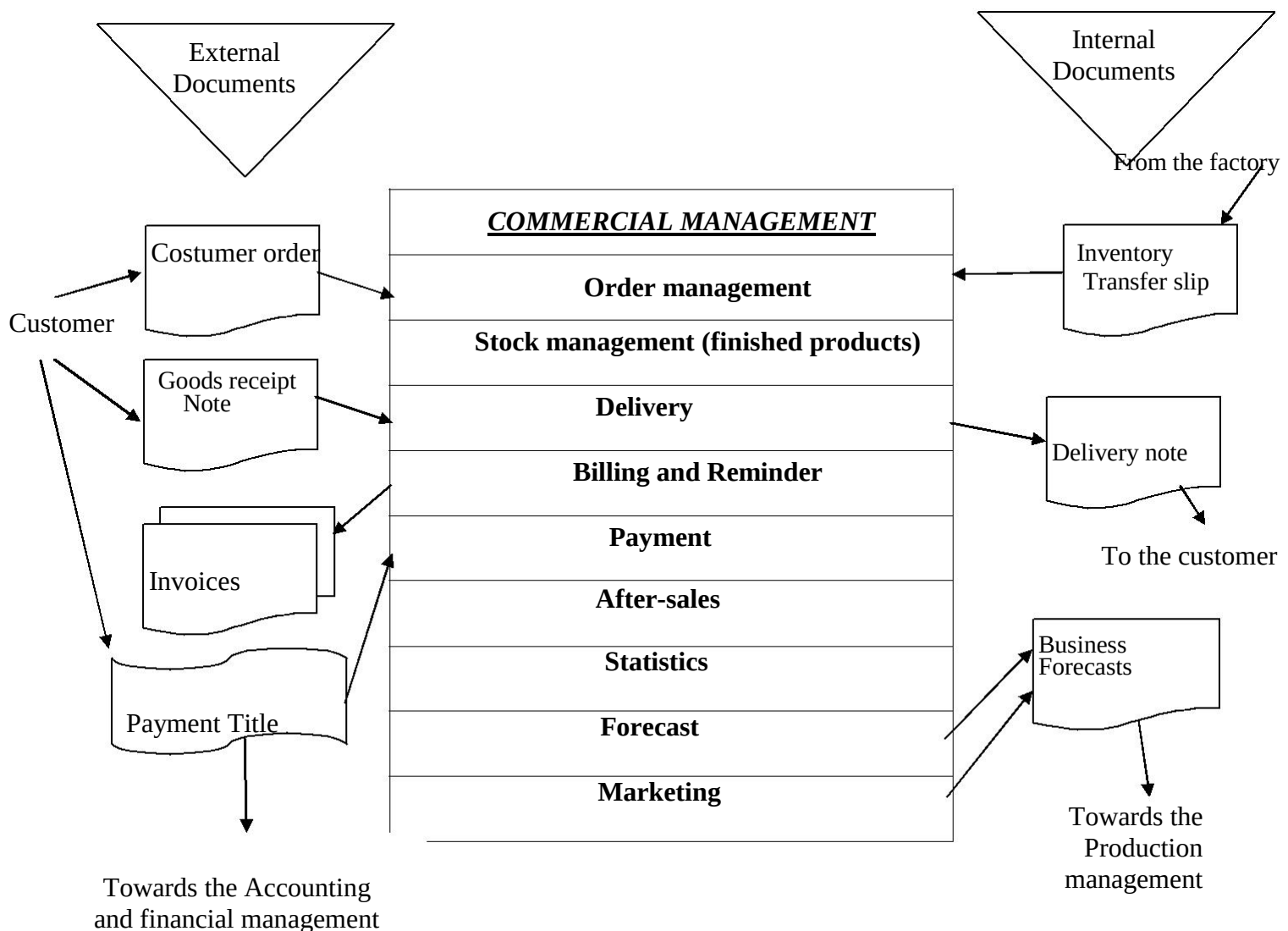


TD N° 1/ GENERAL KNOWLEDGE OF THE ENTERPRISES
PART 1 : COMMERCIAL MANAGEMENT



- The commercial management information system is the one that concerns all the relations **between the client and the company**
- There are 3 main phases of commercial management:
 - The pre-sale: promotion and marketing
 - During the sale: ordering, delivery and invoicing
 - After-sales: customer and product follow-up (after-sales service)

Note: *The role of each function and the role of each document should be explained to the students by mentioning how computer science can be used in each function.*