MULTIMEDIA-BASED INFORMATION SYSTEM FOR SMALL FIRMS

Edward Kącki¹, Wanda Gryglewicz-Kacerka², Janusz Kacerka³

¹ Department of Expert Systems and Artificial Intelligence
The College of Computer Science, Rzągowska str. 17a, 93-008 Lodz
² Institute of Computer Science, Technical University of Lodz
ul. Sterlinga 16/18, 90-217 Lodz, wkacerka@ics.p.lodz.pl
³ Institute of Automatic Control, Technical University of Lodz
Stefanowski str. 18/22, 90-924 Lodz

Abstract

The article presents functioning of small firms and their organizational problems. Currently running a company requires application of appropriate information systems supporting the task and making wide use of multimedia, thus providing comfortable communication with the system. In the work a project of a multimedia-based information system used for analyzing results of research on polish car market is described. Primary objective of the analysis is determining position of particular brand on the market and relations between other brands. Factorial analysis is used for reasoning about the structure of examined phenomenon and constructing a perception map representing location of inspected objects on a plane.