ABSTRACT

SME SMART SYSTEM DESIGN FOR ERP-BASED SALES AND DISTRIBUTION BUSINESS PROCESSES USING ACCELERATED SAP (ASAP) METHOD

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Small and Medium Enterprises (SMEs) are businesses that have an important role in the Indonesian economy, both in terms of the jobs created and in terms of the number of businesses. In its development, SMEs face many challenges, especially in developing countries in Asia, such as improving product quality, increasing innovation and technology, increasing the use of government incentives, and developing human resources. The use of information technology for companies can make it easier for salespeople to build relationships with customers, improve customer service to be more productive, and create sales effectiveness. One of the most widely used information technologies in the business world is Enterprise Resource Planning (ERP). In Indonesia, the competitiveness of each SME has greatly increased, especially in the current era of increasingly advanced technology. Many factors cause SMEs to fail, one of which is not having a standard system to support business processes that run every day and not integrating all activities in the sales process into a system. For that, the right solution is to design a Smart UKM system using the open source ERP concept, namely Dolibarr using the Sales and Distribution module. In its design, the researcher uses the Accelerated SAP (ASAP) methodology and it is hoped that the system applied can become a best practice in supporting the process of selling goods and being able to increase competitiveness and effectiveness for SMEs.

Keywords: SMEs, Enterprise Resource Planning (ERP), Dolibarr, Accelerated SAP (ASAP)