

## **ABSTRACT**

*Information technology has become a major factor in its competitive strategy in the business world. The integration of technology across the enterprise enables its users to have access to the information they need in a timely manner and make informed decisions. Increasingly tight competition between Micro, Small and Medium Enterprises or MSMEs and large companies, then MSMEs must look for competitive advantages that can help minimize costs and maximize profits, implementing ERP systems in companies is one of the strategies used by companies to improve quality the information system. This is because ERP is part of the company's infrastructure that can support the smooth running of the business processes of companies that implement it. And also this ERP can minimize the impact on technological backwardness in MSMEs whose problems in all sales or sales activities have not been integrated with other divisions. To implement ERP, an application is needed, namely Odoo with the ASAP (Accelerated SAP) method. This method has five stages, namely Project Preparation, Business blueprint, Realization, Final Preparation and Go-Live. This research is a qualitative research obtained through interviews and literature studies. The results of the research from the design of the Odoo application ERP system in the sales management module can be applied and adapted to the needs of MSMEs.*

**Keywords: MSME, Odoo, ASAP, Sales, ERP.**