

## **ABSTRACT**

*The utilization of Enterprise Resource Planning (ERP) systems has significantly impacted the advancement of information technology, particularly in sales transactions, at PT Graha Sarana Duta Kota Jambi. PT Graha Sarana Duta Kota Jambi is a company engaged in building maintenance and construction services. In its marketing division, conventional sales processes are still predominant, necessitating a system that can bridge the marketing division with other divisions, facilitating smoother data transfer and improving customer service for enhanced sales efficiency. This research proposes the design and implementation of an ERP system using the Quickstart method, focusing on the sales process based on Odoo. The research addresses the following research questions: "How is the ERP system designed for the sales process based on Odoo at PT Graha Sarana Duta Jambi in the Property Management department?" and "What integrations occur between the sales process and other processes within the designed Odoo system at PT Graha Sarana Duta Jambi in the Property Management department?" The study concentrates on the design and implementation of an ERP system supported by the Odoo-based CRM system in the sales process. It involves modules such as sales, customer relationship management (CRM), and live chat within Odoo. The implementation aims to enhance Property Management service sales by utilizing the Quickstart method, starting from kick-off, analysis, and configuration. This method was chosen due to its alignment with the Odoo workflow. Through the design of this ERP system, the Odoo application system is crafted to support the sales process at PT Graha Sarana Duta Jambi, integrated with accounting and logistics divisions. The CRM system streamlines customer service. Blackbox testing and user evaluations were conducted for each process, revealing successful outcomes.*

**Keywords: ERP, Odoo, Sales, Quickstart, Blackbox Testing**