ABSTRACT

Currently, there are many new Micro, Small and Medium Enterprises (MSMEs) in the food and beverages sector , but not a few also fail to survive. Some of the factors that cause this include competition, poor management, mistakes in decision making, and lack of technological knowledge (Tollo & Kempa, 2017). According to Santi and Yulianton (2016), data collection, analysis, and reporting are important processes that are often a challenge for MSMEs. Difficulties in managing this information can hinder decision-making and business progress (Novyarni et al., 2023; Dwilita & Sari, 2023). Digitalization is an important solution, helping MSMEs in information access, transaction optimization, and performance evaluation, as well as supporting business decisions through data collection and analysis technology (Susilowati et al., 2023; Rosyidiana et al., 2022).

MSME Dapurbeta, a restaurant with a typical Indonesian menu that changes its menu every month, often faces obstacles in the menu planning and reporting process. The number of divisions involved often causes misunderstandings, and the absence of an integrated system complicates the reporting process. To overcome this problem, Dapurbeta implemented Enterprise Resource Planning (ERP) using Odoo application with Rapid Application Development (RAD) method. Odoo was chosen because it is open source and can be adjusted to the needs of Dapurbeta. Based on the implementation, Dapurbeta gained several benefits, namely, control and documentation of the menu planning process and changes to the bill of materials, documentation of data movement so as to minimize errors between divisions, real-time monitoring of sales and operational reports through dashboards, and more detailed sales and operational reports to support decision making and performance evaluation.

Keyword — MSME, ERP, Odoo, RAD, Planning, Reporting.