

ABSTRACT

Digitalization of the sales process is essential to improve their performance and competitiveness. MSMEs can optimize marketing and sales activities, by utilizing digital technology such as social media and integrated systems such as Point of Sale. This technological development is utilized by Dapurbeta MSMEs engaged in food and beverages in managing problems in the field of sales management. This sales management includes the sales and marketing process.

UMKM Dapurbeta has problems in managing sales management. The problems faced start from the absence of a cashier system in TVS and motorist sales, the absence of integration of sales reports from all sales lines and in terms of marketing there is no reminder of the timeline that has been made. Dapurbeta implemented an Odoo-based Enterprise Resource Planning (ERP) system with the Rapid Application Development (RAD) method, the above problems can be resolved by creating a point of sales system for dine-in, TVS and motorist cashier sales, digitizing the catering sales process and integrating the marketing agenda with social media. Based on the implementation that has been done, there are results obtained, including Point of Sales for TVS and motorists, sales reports from catering, dine in, TVS and motorists have been integrated and can be seen directly in the dashboard, marketing timelines that have been integrated with social media and reminders for marketing timelines that have been made.

Keywords - MSME, ERP, Odoo, RAD, Sales Management, Sales, Point of Sales, Social Marketing.