

ABSTRACT

PT. Brodo Ganesha Indonesia is a company engaged in manufacturing. The company manufactures footwear, accessories and apparel are made from leather. Sales at PT. Brodo Ganesha Indonesia has also been evenly throughout Indonesia, this makes PT. Brodo Ganesha Indonesia wants to create a new way to get closer to customers by creating a franchise. But in a franchise system, there are problems related to the sales process such as the length of the production process, making an offer that is less detailed, the lack of certainty when goods could be accepted by the franchisor as well as documenting the sales report has not been organized. This is caused by information systems that run on PT. Brodo Ganesha Indonesia are not yet integrated and systematic as well.

Because of that, PT. Brodo Ganesha Indonesia needs to implement an ERP system (Enterprise Resource Planning) in supporting sales activity. In the ERP system implementation at PT. Brodo Ganesha Indonesia used methods of RAD (Rapid Application Development) to analyze business processes and corporate needs. From the analysis that has been done, it was decided to use the application in which there are Odoo Sales Management module and the modules associated with the manufacturing process. Furthermore, Sales Management module is done configuration and customization to fit the needs of the company. After the system was designed then performed testing by the user to be applied to the company.

The results from this research is a Sales Management Odoo system which has been designed basen on the needs, conditions and characteristics of companies to ease the companies on handling sales activities issues at PT. Brodo Ganesha Indonesia.

Keywords: ERP, Sales Management, Odoo, RAD