

ABSTRACT

PT. Genta Trikarya is a manufacturer of guitar that is large enough and has a target at home and abroad, have often experienced problems associated with *sales* management such as the lack of *quotation*, kesalahan in data collection stock guitars that exist in the record and in the warehouse, errors in data recap *sales* results. This is due to the unintegrated systems running on PT. Genta Trikarya.

Because of that, to design and development of *sales* management system that can support PT. Genta Trikarya especially in *sales*. In developing this system writer using Rapid Application Development method in which these methods were divided into four phases: Planning Requirement, Rad Design Workshop, cutover (impelentation), Closure. The author conducted an analysis of business processes running on PT. Genta Trikarya. Based on this analysis, then the author designed the business processes and developing proposals to OpenERP application especially *Sales* module in accordance with company requirements. Furthermore, the system has been designed to be tested by the user will be applied to the company.

The results from this study is a *sales* management system in OpenERP which has been adapted to the needs that exist in the company, so it can help address the existing problems PT. Genta Trikarya so as to improve the performance of PT. Genta Trikarya.

Keywords : ERP, Sales Management, Open ERP, RAD