

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are one of the fields that make a significant contribution to spurring economic growth in Indonesia. Problems faced by MSMEs Production currently lacks information about the behavior of customers when purchasing products and the sales process and has not been able to identify important factors for customer needs and there is no system that can support optimization of business process performance which will have an impact on decreasing sales productivity in Production SMEs. This affects sales and income as well as business productivity in MSME Production. One solution to increase sales and revenue for MSME Production is to customize the ERP system using the Salesforce application. Salesforce is a CRM software that contains many tools to help the sales team and also help manage the company to be better and correct. Salesforce has several modules, to solve the problems faced by Production MSMEs applying the Sales Cloud module with the aim of helping understand customer behavior using integrated information so as to produce a satisfactory service system, increase profits through good relationships, increase customer loyalty, record customer interactions, and automate the daily tasks performed by sales. The result of this research is the customization of the MSME Production system based on the ERP system at PT Garsel which applies the Sales Cloud module using the Product Object, Pricebook, Opportunity, Quotes, Orders in the Salesforce application and using the Salesforce CRM Implementation method in order to adapt the needs and problems experienced by MSMEs. Production at PT Garsel is related to the sales management system.

Keywords: MSME Production, ERP, Sales Cloud, Salesforce, Salesforce CRM Implementation.