

## Sales Planning and Strategy for Enterprise Resources Planning Application at PT. Kolega Moeda Berkarja

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### Abstract

*The advancement of information and communication technology has had a positive impact on the business sector in Indonesia, particularly for SMEs (Small and Medium-sized Enterprises). The SME industry in Indonesia holds significant potential in supporting the country's economy. The aim of this research is to analyze the sales strategy and planning of Enterprise Resources Planning (ERP) application at PT Kolega Moeda Berkarja. PT Kolega Moeda Berkarja provides Point of Sale (POS) application services that can be utilized by various types of businesses, especially micro, small, and medium-sized enterprises (SMEs) in Indonesia. The business types served by Kolega Moeda Berkarja include food & beverages and retail stores. The application's specifications encompass features like online cashier, employee management, accounting, and business analysis. Market research focuses on identifying factors causing problems to establish research issues. In an ever-evolving industry, Kolega Moeda Berkarja's application continues to keep up with the latest trends and updates its features and functionalities to remain relevant and competitive in the current business landscape. The development and enhancement of Kolega Moeda Berkarja's application features are driven by customer feedback, aiming to identify the needs and desires of SMEs stakeholders.*

**Keywords:** Business Plan, Enterprise Resources Planning, Sales Planning

## INTRODUCTION

The development of information and communication technology has brought positive impacts to the business sector in Indonesia, particularly for SMEs (Small and Medium-sized Enterprises). The transformation from manual systems to integrated technology systems provides efficiency and effectiveness in business operations (Asmara et al., 2022). However, challenges faced by entrepreneurs in Indonesia include limited access and utilization of technology, which can hinder strategic decision-making, data accuracy, and comprehensive business monitoring (Mulyapradana et al., 2020). Therefore, the use of technology-based information systems, such as Enterprise Resources Planning (ERP) applications, becomes crucial in organizing business management more accurately, including collecting, processing, and reporting information to achieve business goals (Anthony Butarbutar, 2009). The SME industry in Indonesia holds significant potential in supporting the country's economy. However, these efforts need to be complemented with maturity and support from the government, especially in overcoming technology utilization issues. The SME industry plays a crucial role in the economic development process of the ASEAN countries (Malik, 2020). In this modern era, technological systems have a crucial role in the progress of businesses across various fields (Puspita et al., 2021).

Point of Sale (POS) applications provide solutions for business management, not only in sales transactions but also in employee management, accounting, profit and loss, and inventory (Grawidi Yuarita & Marisa, 2017).

Technology companies in Indonesia, such as Moka, Pawoon, Qasir, Kasir Pintar, Majoo, and Kolega Moeda Berkarja, have created POS applications that assist business players in more effective business operations. With POS applications, businesses can sustain, compete, and grow in line with global economic changes (Boons & Lüdeke-Freund, 2013). The business development strategy of PT Kolega Moeda Berkarja becomes an urgent need for SMEs to consider Kolega Moeda Berkarja as a solution-oriented cashier application for business development. With the presence of Kolega Moeda Berkarja's POS application, business operators can expand their business potential with various solution enhancements such as customer service and sustainable profit optimization. Developing entrepreneurship competencies and enhancing the skills needed for various entrepreneurship journeys, such as social entrepreneurship, innovative entrepreneurship, and international entrepreneurship, is essential (Souto & Rodríguez-López, 2021).

It is expected that this software-based cashier application can provide convenience for entrepreneurs in managing business financial transactions. PT Kolega Moeda Berkarja plays a vital role in the efficiency process of businesses through Point of Sales (POS) machines. Various strategies and planning models will continue to be developed to address operational challenges, productivity, and the achievement of SME business growth in Indonesia. Therefore, the author has chosen the title "Sales Planning and Strategy for Enterprise Resources Planning (ERP) Application at PT Kolega Moeda Berkarja".

## LITERATURE REVIEW

Research indicates that in recent years, POS applications have advanced, emphasizing more sophisticated features and functionalities. Abilities such as payment system integration, efficient inventory management, and improved data analysis enhance operational efficiency and decision-making (Shadiq & Ratu Lolly, 2020). Customer experience has become a central focus. Studies suggest that an intuitive interface and user customization contribute to higher satisfaction levels. Effective service creates comfort and satisfaction, resulting in positive impressions (Yessayabella DAdys Y, 2021).

The use of digital marketing, like content campaigns and online ads through social media, has proven effective in brand awareness and attracting potential customers. Literature shows that responsive customer service across various communication channels positively impacts customer satisfaction and loyalty. PT Kolega Moeda Berkarja also provides responsive customer support through email, chat, and phone calls.

Analyzing the need to develop a portable Android cashier application involved functional and non-functional requirements analysis and use case diagrams (Pamungkas G & Yuliansyah H, 2017). Research identifies challenges, such as fierce competition and currency fluctuations, in the POS application market.

However, opportunities for expansion, both regionally and internationally, exist through market analysis and strategic partnerships.

## RESULT AND DISCUSSION

## Kolega Moeda Berkarja Product

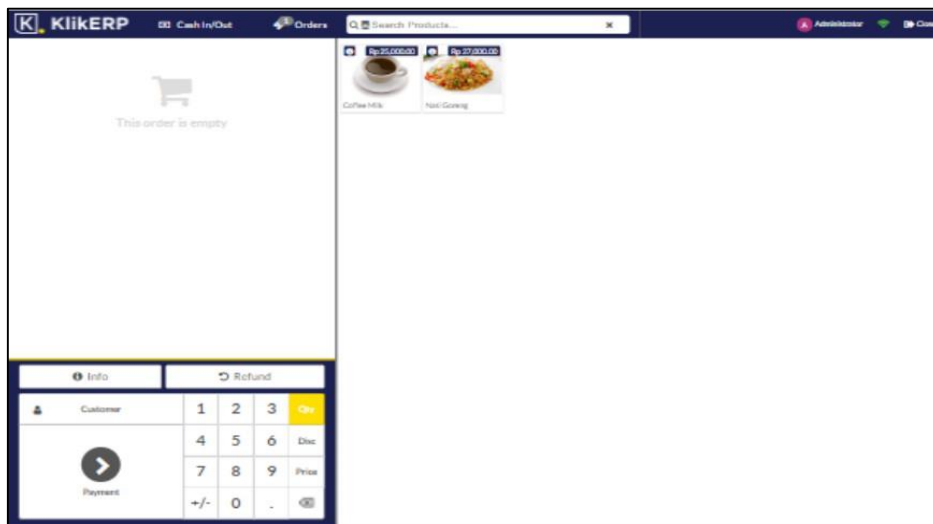
PT Kolega Moeda Berkarja was established in 2019 in the Setiabudi area of South Jakarta. Led by CEO Dimas Haryotedjo and CO-Founder Masatia Darwin, PT Kolega Moeda Berkarja has positioned itself as a company focusing on online cashier application services. With the increasing demand from business players to manage their operations digitally, Kolega Moeda Berkarja has experienced rapid growth over the past 4 years, thanks to the trust and support of its customers. The growth of industries across various sectors like F&B has led Kolega Moeda Berkarja to expand its reach across all regions of Indonesia.



**Figure 1 Logo of PT Kolega Moeda Berkarja**

PT Kolega Moeda Berkarja aims to provide a range of reliable features as an alternative for more efficient business operations while minimizing errors. PT Kolega Moeda Berkarja offers features such as digital attendance and employee commission recording, accurate stock quantity notifications, as well as comprehensive back-office system support and financial reports. Kolega Moeda Berkarja stands out from other cashier/POS applications by providing more comprehensive features and support. All of these can be obtained by Indonesian SME players at a much more competitive subscription price.

Kolega Moeda Berkarja POS (Point of Sales) is an online cashier application developed by PT Kolega Moeda Berkarja since 2019. The Kolega Moeda Berkarja Indonesia application is designed to assist Micro, Small, and Medium Enterprises (MSMEs) in Indonesia in managing sales transactions across various business sectors. Sales transactions are expected to be more organized using the Kolega Moeda Berkarja POS application, thus making financial recording more efficient and accurate. Additionally, Kolega Moeda Berkarja POS provides an array of advanced and reliable features that enable users to conduct sales management. The interface of the Kolega Moeda Berkarja Indonesia cashier application can be seen in Figure 2.

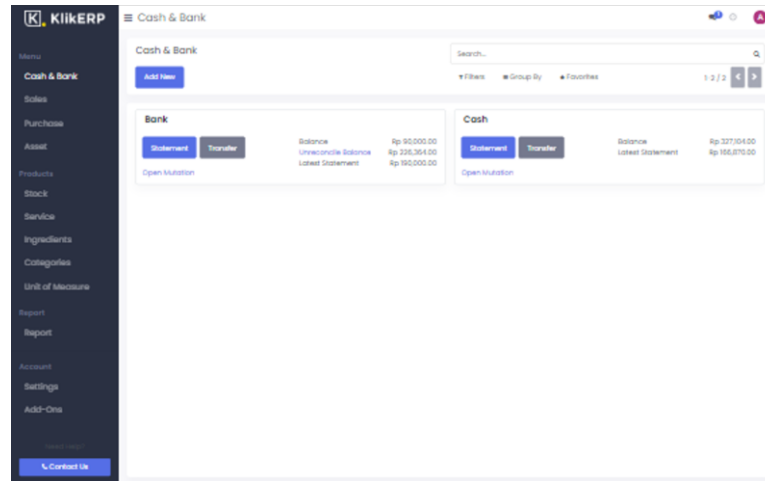


**Figure 2 Display application of Kolega Moeda Berkarja**

With Kolega Moeda Berkarja, users can access the cashier system through mobile devices such as smartphones or tablets. This application provides an intuitive and user-friendly interface, facilitating users in performing various daily operational tasks. The sales recording feature allows users to swiftly record transactions, print receipts, or send them via email to customers. PT Kolega Moeda

Berkarja offers a Point of Sale (POS) cashier application service that can be used by various types of businesses, especially Micro, Small, and Medium Enterprises (MSMEs) in Indonesia.

In managing sales, the Kolega Moeda Berkarja cash register application is equipped with various user-friendly navigations suitable for all types of businesses. The Kolega Moeda Berkarja online cash register includes features like Enterprise Resources Planning (ERP) interface, professional service features, petty cash handling, open-close cashier, order classification, payment methods, authorized void refund, room or table management, split payment method, cashier receipt settings, labels, stickers, emails, self-order feature, kitchen display, and employee attendance. The Enterprise Resources Planning (ERP) interface can be seen in Figure 3.



**Figure 3 Vertical list features Enterprise Resources Planning (ERP)**

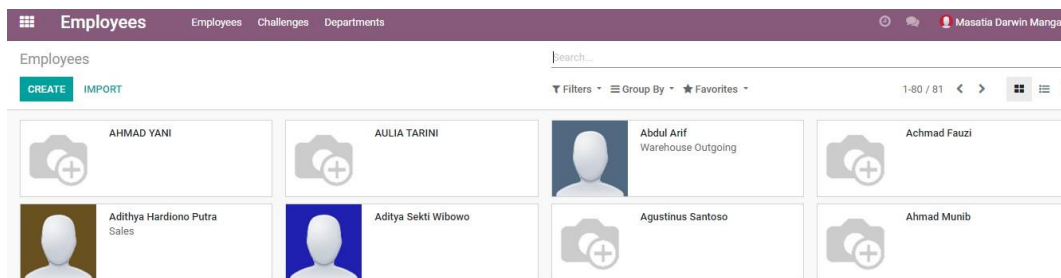
Four types of Kolega Moeda Berkarja cash register interfaces can be selected according to the specific needs of the business type being operated using Kolega Moeda Berkarja. Sales automation can be facilitated through the Kolega Moeda Berkarja online cash register. The specifications of the Kolega Moeda Berkarja application features are as follows:

**1. Online Cash Register Application**

Kolega Moeda Berkarja also provides support for an online dashboard system that assists users in managing other crucial aspects of their business, such as financial management and comprehensive reporting.

**2. Employee Application**

One of the main features is employee management, enabling users to record and manage complete employee data, including personal information, positions, and work schedules. For instance, users can easily input personal information of employees, such as names, addresses, and contact details, which can be quickly accessed. Additionally, this feature allows users to oversee employee positions, including assignments and promotions, facilitating employers in monitoring and advancing employee careers.



**Figure 4 Display employee application**

### 3. Accounting Application

The accounting application accessed through the Kolega Moeda Berkarja Indonesia dashboard menu provides automatic financial reports from sales across the entire business operations. Automatic financial reports are generated using the Kolega Moeda Berkarja application, such as balance sheets, income statements, cash flows, and ledgers. Transaction record management, such as recording transaction due dates, sales invoices, and receipts in real-time, will be displayed on the Kolega Moeda Berkarja dashboard application, accompanied by email notifications.

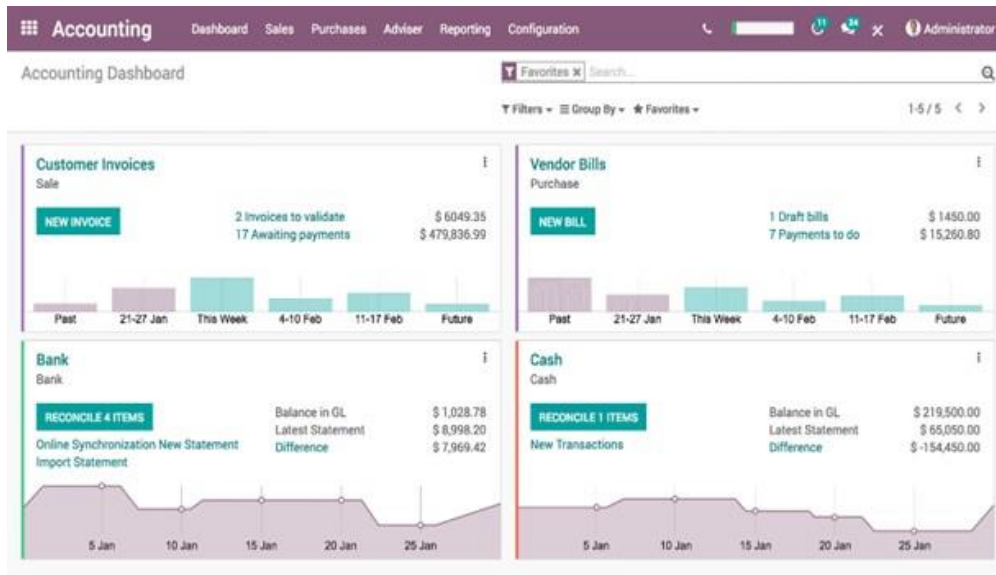


Figure 5 Accounting application

### 4. Business Analysis

This feature can analyze sales data based on product categories, time periods, or operational locations. With the results of this analysis, business owners can identify the most successful sales trends, the products most favored by customers, and specific time periods that exhibit strong sales performance. Moreover, the business analysis feature can offer strategic recommendations, such as price adjustments, specific product promotions, or market expansion. This feature automatically analyzes sales data and provides valuable insights to enhance business performance.

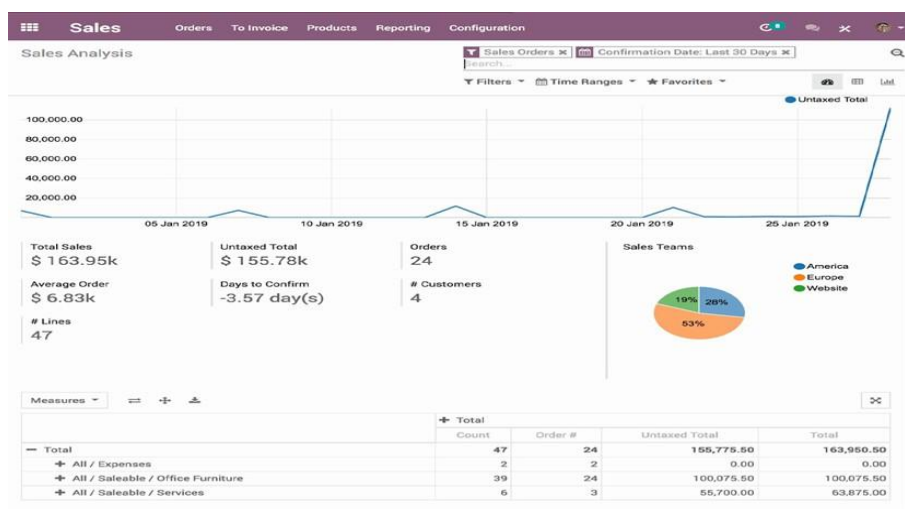


Figure 6 Business analysis

PT. Kolega Moeda Berkarja strives to achieve certifications that meet standards of functionality, security, reliability, and system performance. This is to demonstrate that the POS system has undergone security testing and complies with security standards such as the PCI-DSS (Payment Card Industry Data Security Standard) certification, indicating that the POS system meets the necessary security requirements for processing credit card payment data. The Kolega Moeda Berkarja system is an integrated solution that enhances efficiency and effectiveness in sales operations and business management. With various provided features and functions, the Kolega Moeda Berkarja system can expedite transaction processing, manage inventory, track sales, and provide crucial information for improved business decision-making. Here are some of the production capacities of the Kolega Moeda Berkarja POS system.

**Product Market**

Market research focuses on identifying the factors causing problems in order to establish research issues. The research issue in Kolega Moeda Berkarja's POS system is related to management problems. Marketing management issues focus on observable symptoms, whereas marketing research focuses on the observable symptoms within Kolega Moeda Berkarja's marketing management problems. Market research for Kolega Moeda Berkarja is conducted to gain deep insights into the market, identify business opportunities, and make more strategic decisions. Market research focuses on identifying the factors causing problems in order to establish research issues. The research issue in Kolega Moeda Berkarja's POS system is related to management problems. Marketing management issues focus on observable symptoms, whereas marketing research focuses on the observable symptoms within Kolega Moeda Berkarja's marketing management problems. Market research is conducted to determine whether Kolega Moeda Berkarja's product is suitable for consumer needs in line with the product's capabilities as a solution. Market research for Kolega Moeda Berkarja is conducted to gain deep insights into the market, identify business opportunities, and make more strategic decisions.

Market segmentation for Kolega Moeda Berkarja's POS is carried out by dividing the broader market into smaller groups based on the characteristics, needs, or behaviors of each consumer according to the type of business. The aim of market segmentation is to gain a better understanding of the target consumers, enabling more effective marketing efforts (Karlsson & Honig, 2009). Brand awareness of Kolega Moeda Berkarja's POS is associated with product segmentation, targeting, and positioning. The advantages of Kolega Moeda Berkarja's POS application over competitor applications based on product segmentation, targeting, and positioning features can be seen in Table 1.

**Table 1 The advantages of the Kolega Moeda Berkarja POS application compared to competitor applications are based on product feature segmentation, targeting, and positioning.**

Brand	F OS	Busin ess	P etty	Paym ent	Ta ble	Spill Bill	Invo ice
Moka	_____	√	~	√	-	_____	√
Luna		√		√	-	√	√
Majoo		√		√	√	√	√
Pawoon		√		√	-	√	√
Kolega Moeda Berkarja		√		√	√	√	_____

Based on Table 1, it can be observed that the market segmentation of Kolega Moeda Berkarja POS has met consumer needs. By understanding this market segmentation, Kolega Moeda Berkarja POS can provide solutions that are more aligned with the needs and business preferences across various industries and operational scales.

Digital marketing has become a popular and effective strategy in the business industry today. By utilizing various digital media channels such as print media, electronic media, and online platforms, businesses can promote their products or brands to target audiences more efficiently (Bala & Deepak Verma, 2018). Especially during the pandemic, online media marketing has taken the forefront, where internet usage allows for placing advertisements or product information on online platforms like websites, YouTube, Instagram, and other social media outlets. Consequently, businesses can reach a wider range of consumers and enhance brand awareness exposure.

**Analysis And Strategy**

SWOT analysis is a systematic method for identifying relevant factors in formulating a company's strategy(Fred R David, 2016). Using effective logic, this analysis aims to maximize the strengths and opportunities of PT Kolega Moeda Berkarja, while simultaneously minimizing weaknesses and potential threats. The SWOT analysis for Kolega Moeda Berkarja's POS system can be seen in Table 2.

**Table 2 presents the SWOT analysis for Kolega Moeda Berkarja's POS system.**

Strenght		Weakness	
Internal Factors	1. End-to-end solution	1. Shortage of HR/TA for IT developers	
	2. Technical support from Odoo	2. Shortage of HR for Sales Support	
	3. Following existing consumer footprint	3. Lack of a definite office	
	4. Advanced options in each module	4. Need to delve deeper into Odoo	
	5. Customizable to consumer businesses.		
Opportunities		Threats	
External Factors	1. International POS market	1. Competitor rivalry	
	2. International marketing with end-to-end system	2. Rapidly changing dollar value	
	3. Local market with end-to-end system	3. Limited knowledge about Odoo	
	4. Easily adaptable as a local POS		

The SWOT analysis method is considered a suitable foundational approach as it allows viewing a topic or issue from various different perspectives, thereby mitigating the weaknesses in the development of Kolega Moeda Berkarja's POS system and addressing the negative impact of emerging threats. The SWOT analysis method is considered an appropriate fundamental approach as it enables viewing a topic or issue from diverse perspectives. This aids in mitigating weaknesses in Kolega Moeda Berkarja's POS development and countering the negative effects of emerging threats.

Kolega Moeda Berkarja app's business strategy involves staying relevant and competitive by updating features and functionalities in line with industry trends. Collecting user feedback and market research aids in aligning product development with customer needs. Applying the 4P approach (Product, Price, Place, Promotion), the strategy focuses on evaluating alternatives and enhancing tactics. The common marketing strategy, 4P (Product, Price, Place, Promotion), is employed for Kolega Moeda Berkarja POS app, ensuring a comprehensive approach to planning and marketing that considers customer preferences and market dynamics.

**Table 3 Marketing strategy 4P (Product, Price, Place, Promotion)**

<b>Product</b>	<b>Price</b>
POS Kolega Moeda Berkarja offers an online cashier app for FnB and Retail businesses. It's adaptable for various industries with subscription options based on quantity, quality, and features. The strategy involves user-friendly interface, efficient inventory management, and wide payment system integration.	POS Kolega Moeda Berkarja's price is set at 275,000 IDR per month. This competitive pricing aligns with the app's value, considering development costs, competitor prices, and projected profit. Flexible pricing models, monthly subscription or transaction-
<b>Promotion</b>	<b>Place</b>
Promoting POS Kolega Moeda Berkarja occurs online via platforms like Instagram, Facebook, Twitter, and YouTube. Campaigns include product info, promos, and advantages. Marketing involves digital ads, relevant content, industry events, and social media interaction to enhance awareness and interest.	Place strategy for POS Kolega Moeda Berkarja involves Centennial Tower, Jakarta. It targets SMEs directly, partners with retailers/payment providers, and offers online distribution through app platforms.

The business strategy of POS Kolega Moeda Berkarja centers on investors, encompassing "The People" (About the Team), "The Opportunity" (About Opportunities), "The Context" (About Context), and "Risk and Reward" (Risks and Rewards). In the effort to develop the Enterprise Resources Planning (ERP) business of Kolega Moeda Berkarja in 2023, a structured and directed activity plan is essential. This involves enhancing the Kolega Moeda Berkarja application features based on customer feedback to identify



the needs and desires of SME stakeholders. Consequently, features such as inventory management, reporting, payment system integration, and improved analytics capabilities should be developed to enhance the solution concept. Here is a reference for the development of the POS application of Kolega Moeda Berkarja:

**Table 4 Reference for the development of the POS application**

Reference Development	Explanation
Internal Research	Collaborate with app development team, discuss past projects, team's experience, and
Customer engagement	Directly communicate with users of Kolega Moeda Berkarja POS app, inquire about their
Market research	Assess Kolega Moeda Berkarja POS app's competitiveness by comparing with industry competitors. Analyze its features, advantages, and gather user and industry expert
Attend tech and POS	Focused events, expos, or conferences to engage with experts and professionals in app development, fostering networking and knowledge exchange.

PT Kolega Moeda Berkarja provides effective training and responsive customer support for users of the POS application. users utilize training materials, video tutorials, and accessible resources to assist new users. Their marketing focuses on relevant target markets through engaging content strategies, online ads, emails, and social media. users explore expansion opportunities, analyze potential markets, and establish local partnerships. Regularly measuring business performance, analyzing sales metrics, customer growth, and satisfaction guides their marketing strategy adjustment. Data-driven insights help enhance strategies for achieving business goals.

## CONCLUSIONS

The POS application developed by PT Kolega Moeda Berkarja aims to enhance business operations, customer experiences, and market reach through strategic planning, user engagement, and market analysis. The strategies involve innovation, customer support, marketing, and expansion, collectively driving the application's growth and impact in the competitive business environment.

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