

IMPLEMENTATION OF SALES ADMINISTRATION AT ROTI CANAI MAKTEH MICRO, SMALL, AND MEDIUM ENTERPRISE (MSME)

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ABSTRACT

This project aims to implement sales administration at Roti Canai Makteh Micro, Small, and Medium Enterprise (MSME) to improve the transaction recording process so that it becomes more organized, well-documented, and easily accessible. Prior to the implementation, sales administration was carried out using a simple recording system, which increased the risk of recording errors and made it difficult for the business owner to obtain sales information.

The implementation included designing sales receipts, recording sales transactions using Microsoft Excel, and preparing daily, weekly, monthly, and monthly recap sales reports. All activities were carried out directly at Roti Canai Makteh MSME by following the business operational process during the implementation period.

The results showed that the sales administration system became more systematic, accurate, and well-documented. Sales data could be managed more effectively, enabling the business owner to monitor sales performance, evaluate business development, and support decision-making. Therefore, the implementation of sales administration contributed to improving the effectiveness of sales administration management at Roti Canai Makteh MSME.

Keywords: *Implementation, Microsoft Excel, MSME, Sales Administration, Sales Receipt, Sales Report.*