# Phase 1: Problem Understanding & Industry Analysis

## 1. Industry Overview – Manufacturing & Supply Chain

The manufacturing and supply chain industry plays a critical role in delivering industrial machinery, components, and products to global markets. Companies face challenges in efficiently managing production schedules, inventory visibility, order fulfillment, and supplier collaboration. With increasing customer expectations and complex global supply chains, digital transformation using Salesforce CRM helps companies centralize operations, automate workflows, and gain real-time insights across sales, production, and procurement.

## 2. Business Problem Statement

A mid-sized manufacturing company producing industrial machinery and components faced several operational inefficiencies:  
- Sales orders managed manually via spreadsheets and emails  
- Limited inventory visibility across warehouses  
- Lack of real-time production scheduling aligned with demand forecasts  
- Customer service unable to track order status efficiently  
- Supplier management and purchase orders not automated  
  
These challenges led to delayed shipments, high operational costs, stock imbalances, low customer satisfaction, and difficulties in tracking supplier compliance and performance.

## 3. Objectives of the Salesforce Solution

The project aims to implement Salesforce CRM to optimize manufacturing and supply chain processes by:  
- Centralizing customer and supplier data  
- Automating sales orders, purchase orders, and inventory management  
- Providing real-time visibility into production and supply chain  
- Enabling predictive analytics for demand forecasting  
- Enhancing customer communication with transparent order tracking

## 4. Why Salesforce for Manufacturing & Supply Chain?

Salesforce provides powerful tools tailored for manufacturing and supply chain businesses:  
- Customer & Supplier 360° View – Consolidated records of customers, suppliers, and partners  
- Automation – Streamlined approval workflows, order processing, and inventory alerts  
- Case Management – Efficient resolution of customer queries, warranty claims, and service requests  
- Reports & Dashboards – Real-time monitoring of production efficiency, inventory turnover, and supplier performance  
- Integration – Connectivity with ERP systems, IoT sensors, and supplier management platforms  
- Security – Role-based access and compliance monitoring for sensitive business data

## 5. Expected Impact

By implementing Salesforce CRM, manufacturing and supply chain companies can expect:  
- Faster order fulfillment and shipment tracking  
- Reduced operational costs through optimized procurement and inventory  
- Improved production planning with real-time demand insights  
- Higher customer satisfaction through transparent order updates  
- Better supplier performance management and compliance tracking  
- Greater overall efficiency and profitability