

1 INTRODUCTION

1.1 Overview

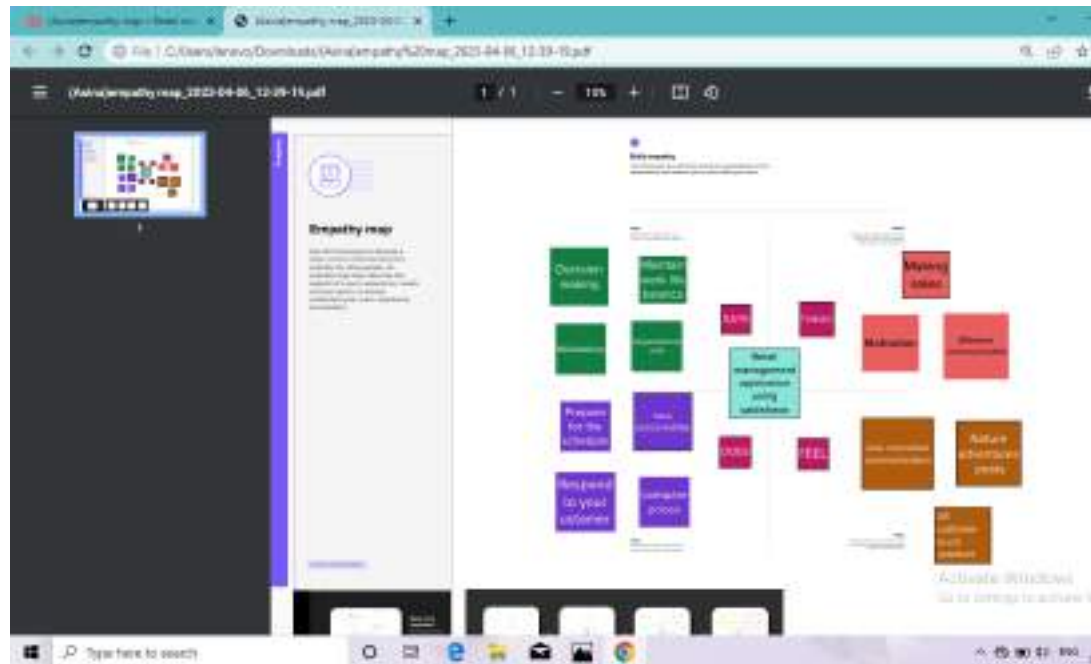
Retail management is the process of running and managing retail day-to-day activities surrounding the selling of goods and services to customers. Preparing and controlling the stores budget aiming for minimum expenditure and efficiency.

1.2 Purpose

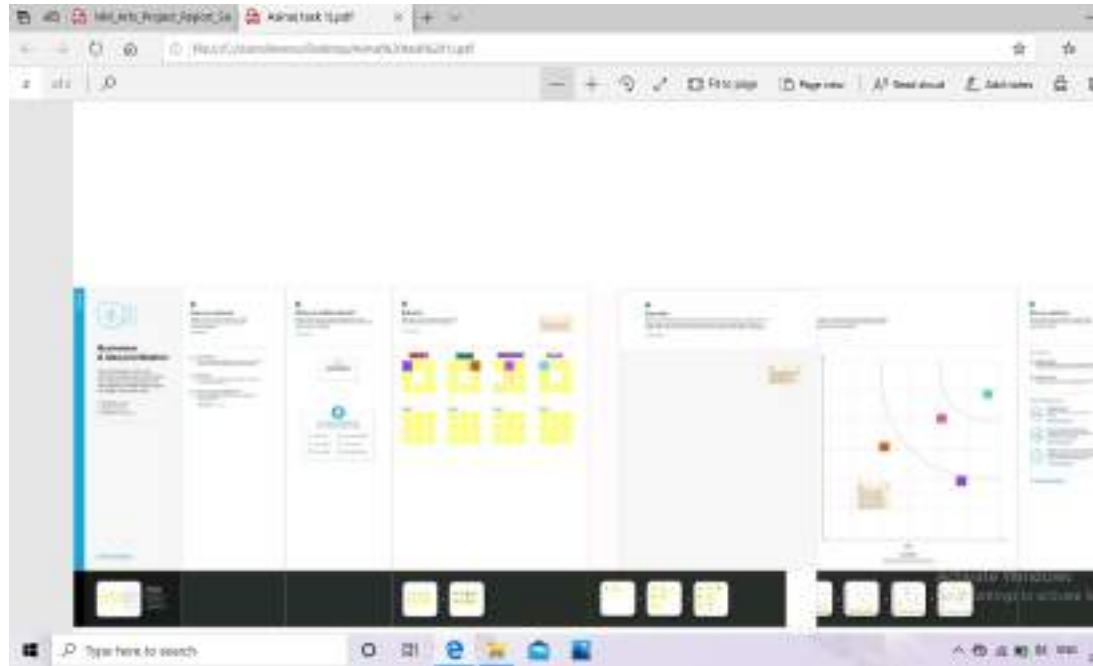
- *Motivating employee*
- *Growing store traffic*
- *Meeting sales goal*
- *Improving profitability*
- *Ensuring customer satisfaction*

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



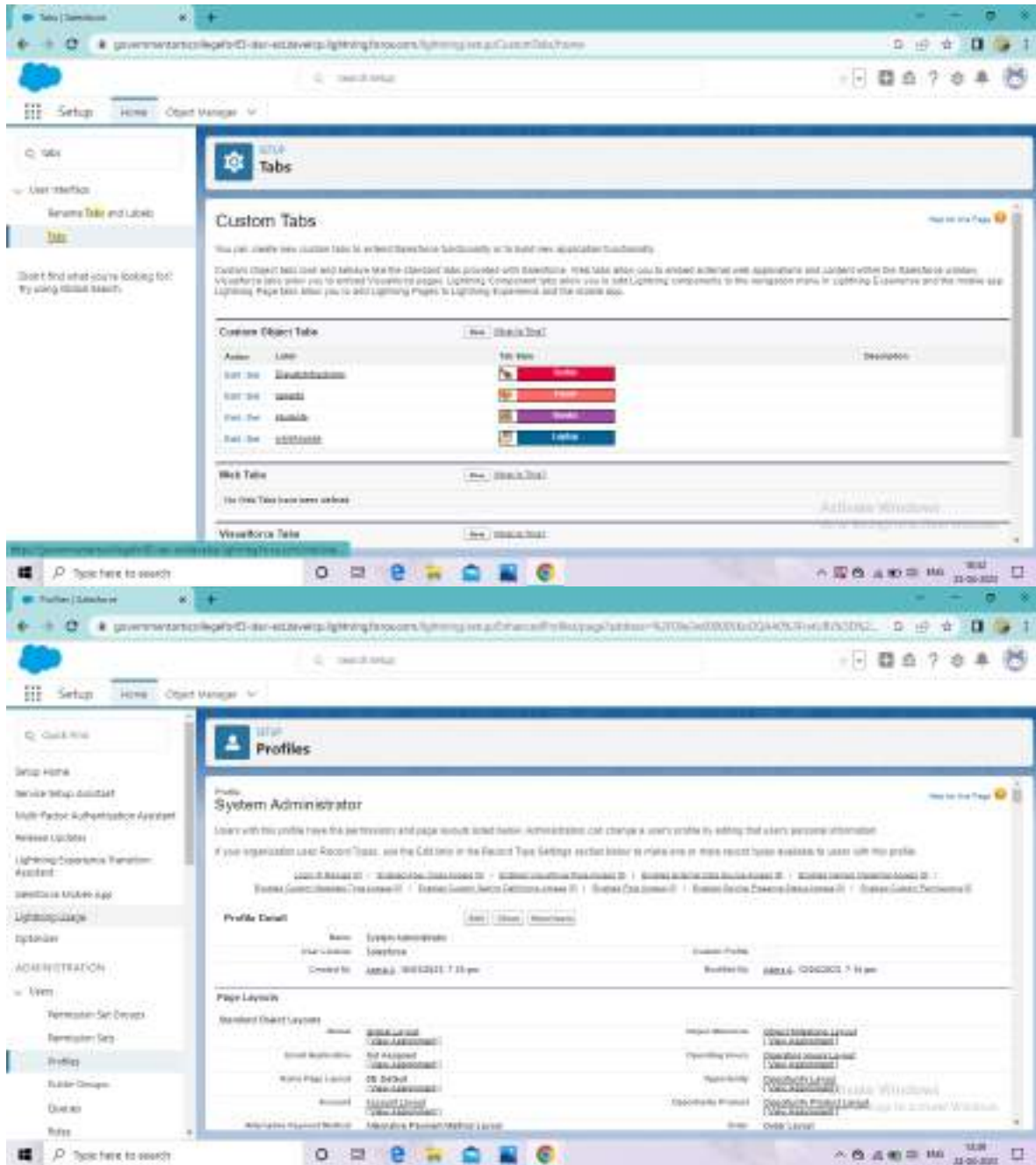
3 RESULT

3.1 Data Model

Object name	Fields in the Object	
obj1		
	Field label	Data type
	Dispatched	Checkbox
obj2	Tracking Id	Checkbox
	Field label	Data type
	Contact	Formula
	Dispatch/tracking	Master detail relationship

3.2 Activity & Screenshot

The screenshot displays the Lightning Design System (LDS) interface. The top navigation bar includes 'Setup', 'Home', and 'Object Manager'. The left sidebar lists various setup tools and administration options. The main content area shows a table of 'Most Recently Used' items, including 'Initial', 'Campaign', 'System Administrator', 'Student', 'parent', 'Enrollment', 'Sales order', 'Tracking id', 'Expected date of delivery', 'Link to enter', and 'Dispatch/Tracking'. Each item is associated with a 'Custom Object Definition' or 'Custom Field Definition' and a 'Dispatch/Tracking' link. Below this, the 'Campaign' details page is shown, featuring a left sidebar with navigation links like 'Fields & Relationships', 'Page Layouts', 'Lightning Record Pages', 'Buttons, Links, and Actions', 'Compact Layouts', 'Field Sets', 'Object Limits', 'Record Types', 'Related Lookup Filters', 'Search Layouts', and 'List View Button Layout'. The main content area displays the 'Details' for the 'Campaign' object, including a description, API Name, Customization, and various settings like 'Track Activities', 'Track Field History', 'Deployment Status', and 'Help Settings'.



The image displays two screenshots of the Salesforce Lightning interface, showing the configuration of custom tabs and user profiles.

Top Screenshot: Custom Tabs

The top screenshot shows the 'Custom Tabs' configuration page. The page title is 'Custom Tabs'. Below the title, there is a section for 'Custom Object Tabs' and a section for 'Web Tabs'. The 'Custom Object Tabs' section contains a table with columns: 'Name', 'Label', 'Tab Style', and 'Description'. The table lists four tabs: 'Accounts', 'Contacts', 'Leads', and 'Opportunities'. The 'Web Tabs' section is currently empty.

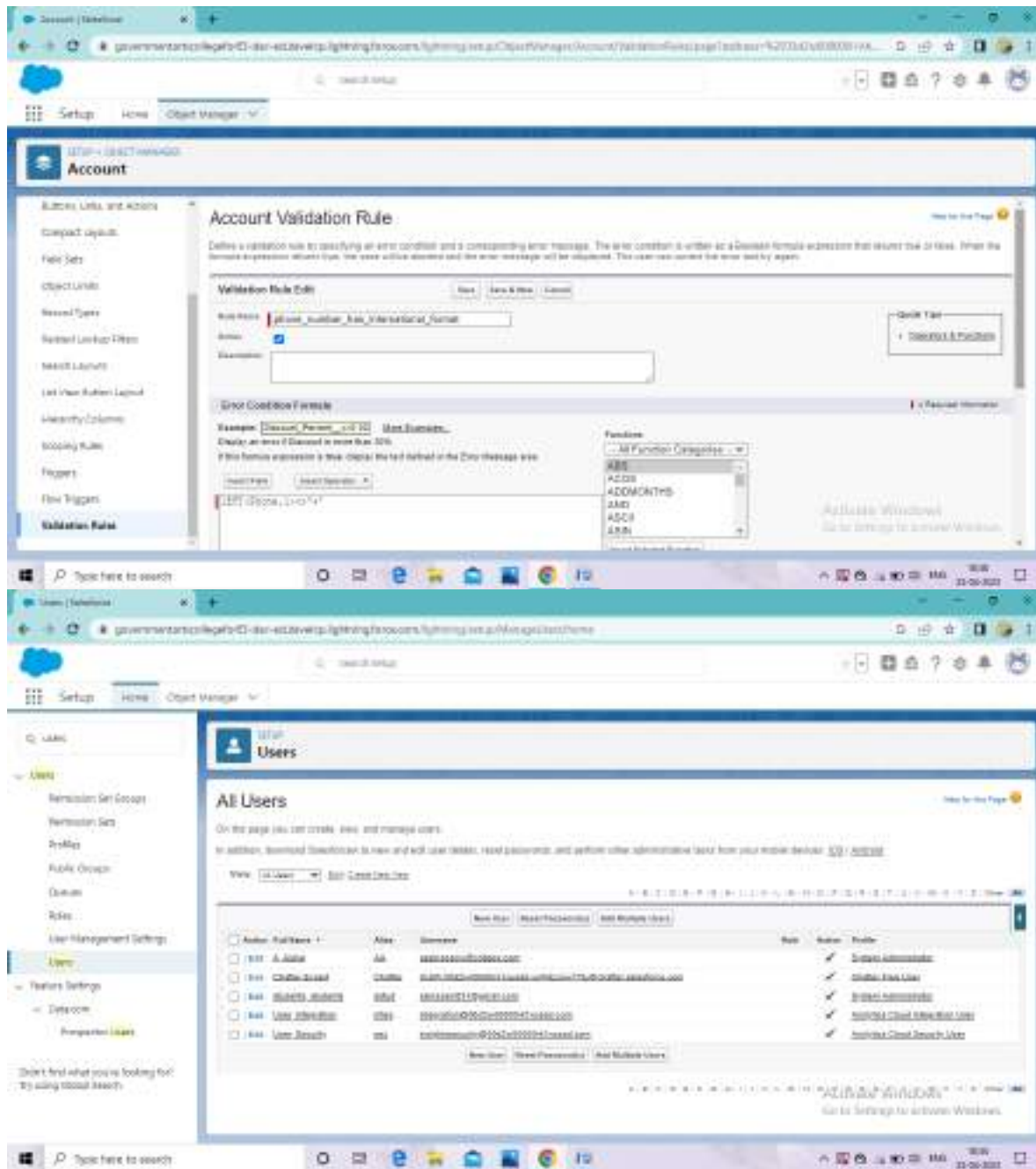
Name	Label	Tab Style	Description
Accounts	Accounts	Standard	
Contacts	Contacts	Standard	
Leads	Leads	Standard	
Opportunities	Opportunities	Standard	

Bottom Screenshot: Profiles

The bottom screenshot shows the 'Profiles' configuration page. The page title is 'Profiles'. Below the title, there is a section for 'Profile Details' and a section for 'Page Layouts'. The 'Profile Details' section contains a table with columns: 'Name', 'Label', 'Created By', 'Created Date', 'Last Modified By', and 'Last Modified Date'. The table lists one profile: 'System Administrator'. The 'Page Layouts' section contains a table with columns: 'Name', 'Label', 'Created By', 'Created Date', 'Last Modified By', and 'Last Modified Date'. The table lists one layout: 'Standard Object Layout'.

Name	Label	Created By	Created Date	Last Modified By	Last Modified Date
System Administrator	System Administrator	System Administrator	2023-01-01 10:00:00	System Administrator	2023-01-01 10:00:00

Name	Label	Created By	Created Date	Last Modified By	Last Modified Date
Standard Object Layout	Standard Object Layout	System Administrator	2023-01-01 10:00:00	System Administrator	2023-01-01 10:00:00





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5 **ADVANTAGES & DISADVANTAGE**

Advantages:

- ❖ *Requires less capital*
- ❖ *More profit margin than wholesalers*
- ❖ *Better customer relationship*
- ❖ *Credit facility*
- ❖ *No liability towards the buyers.*

Disadvantages:

- ❖ *Requires more marketing*
- ❖ *Good selling cost is required*
- ❖ *High competition*
- ❖ *No benefit of bulk buying*
- ❖ *No interaction with customers.*

6 **APPLICATIONS**

Sales force can be used to manage orders from retail stores and Distributors, processing payments and managing inventory levels. This can help field sales teams ensure that orders are fulfilled quickly And accurately and that inventory levels are maintained at optimal level .

7 **CONCLUSION**

In conclusion, sales force is powerful platforms that can help retailers meet the demands of the rapidly changing retail landscape. Also retail is a set of solutions built on the salesforce platform designed to help retail companies manage their operations and customer relationship .

8 **FUTURE SCOPE**

Retailing has a very wide scope. It is the one of the fastest growing industries India and is providing employment opportunities to many people. This has Supervisory, client communication, merchandise shipment, sales, management and administrative services. More than 2 million jobs are available in retail management around the world.