RETAIL MANAGEMENT APPLICATION USING SALESFORCE DEVELOPER

INTRODUCTION

OVERVIEW:

This project focuses on the Retail management involves creating an effective operation that benefits both the customer and your company. Managers must keep records of all products coming into the store, assign SKUs to each product, plan the store layout, and much more. Processes store managers are responsible for include: Internal planning.

PURPOSE:

The various processes which help the customers to procure the desired merchandise from the retail stores for their end use refer to retail management. Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs.

Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

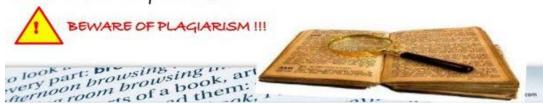
The process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

LITERATURE SURVEY

Retail sector probably is the most important sector of economy because it has to do directly with consumer. It includes all stores, from kiosks and small groceries to supermarket chains and shopping malls that sell products and services to final consumer for personal and household use. The aim of this paper is to make an investigation of retail sector and its business type. To gather the data, second resources has been used. A deeply scanning of literature has been performed. According to the investigation, the retailing sector generally is organized in two main groups: the retailing within the store and retailing out of the store. Retailing within the store is classified according to different characteristics, but the most important types of classification are those based on the form of the ownership, merchandise and price

SIGNIFICANCE OF LITERATURE SURVEY

- ▼ To discover what information exists in our topic of interest.
- ✓ To form a starting point for our own work.
- ✓ To give scholarly authority to our work.
- ✓ To make effective use of our time by focusing on appropriate resources.
- ✓ To avoid duplication.



-----THEORITICAL ANALYSIS-

BLOCK DIAGRAMS:

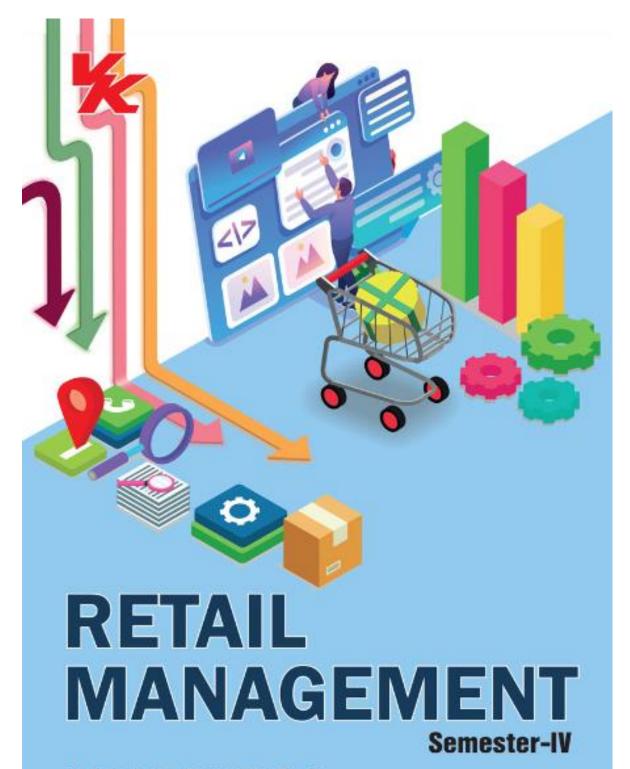






Retail Manager Job Description





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HARDWARE AND SOFTWARE DESIGNING:

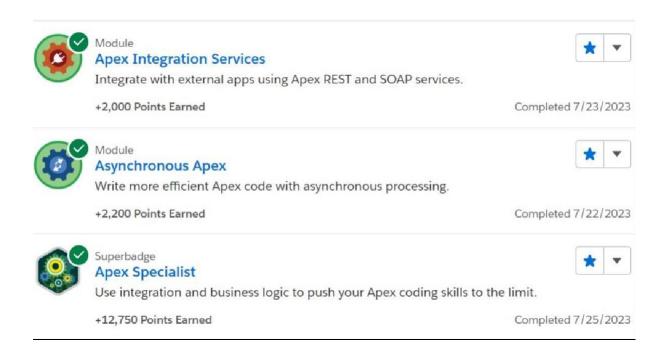
Retail management software, also known as a retail management system (RMS), is a platform that combines several modules to aid in the day-to-day operation of a retail store or chain, such as managing and buying inventory, checking out customers, scheduling employee shifts, keeping track of finances,

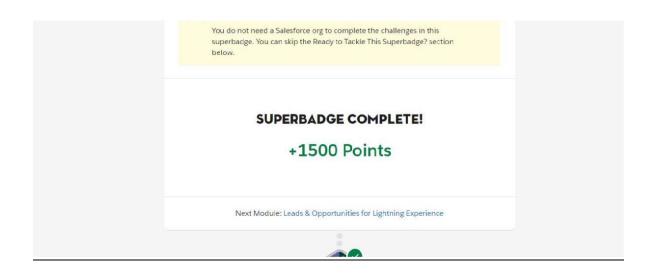
System Requirements

- Point of sale manages sales in a retail store. ...
- Customer Relationship Management consolidates information about customers. ...
- E-commerce manages an online store. ...
- Inventory management track goods throughout the supply chain. ...
- Employee management automate HR tasks.

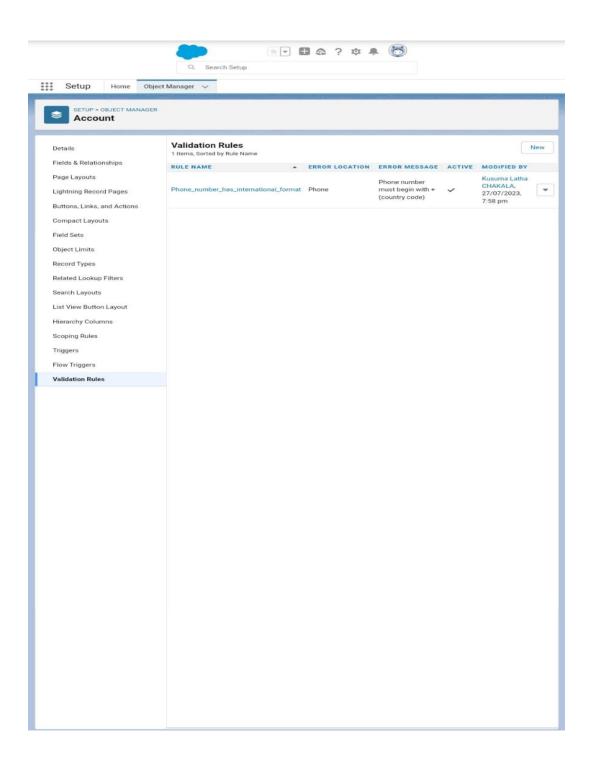
RESULT

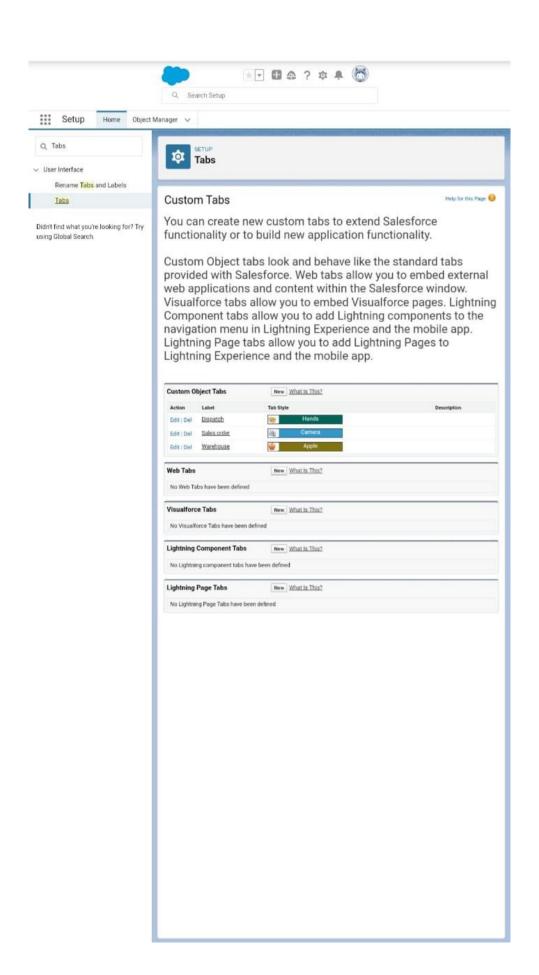
OUTPUT:

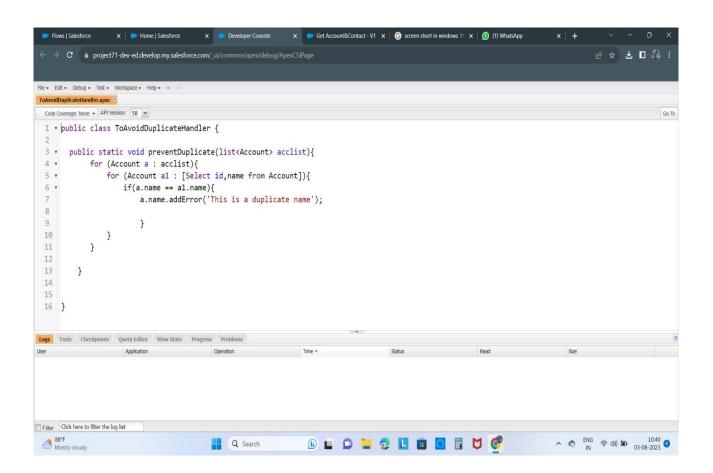












ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- Customer satisfaction. The biggest advantage of retail management is customer satisfaction. ...
- Hassle-free shopping. ...
- Prevents unnecessary chaos and shoplifting activities. ...
- Proper accounting. ...
- Well-organized store and inventory management.

DISADVANTAGES:

- Attracting customers. ...
- Retaining customers. ...
- Keeping up with changing customer expectations. ...
- Encouraging digital and contactless payments. ...
- Supply chain management.

.....APPLICATIONS

Salesforce can be used to manage orders from retail stores and distributors, including tracking orders, 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 levels.

CONCLUSION	V
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Whether you have a small shop for a big store, if you are running a retail business, then retail management is must to run it efficiently.

Either you are a seller or a customer, everybody has 24 hours in a day and the time is very important for all. Suppose if a customer enters your store and you are unable to provide the products of his requirement in the desired time, you have wasted his time as well as yours this is not a good sign.

Firstly, it ruins the customer experience and the probability of converting them into a recurring customer decreases. Hence this is kind of a loss for the future of your business.

FUTURE SCOPE

The retail sector in the country is currently booming, providing plenty of career prospects for people with a passion for sales marketplaces, business diversification, campaigning, advertising, market research, and segmentation. With the continuous expansion of the retail industry, there is a growing demand for retail courses that will prepare students to cope with the tactics, procedures, and methods that will help them generate more sales and customer satisfaction.

Retail management has become one of the fastest-growing occupations in the industry as the economy has grown significantly. The retail industry in India is the most appealing and fastest-growing in the world, demanding an increase in competent expertise in this discipline.

It intends to create a new generation of international-caliber smart retail experts by providing them with global best practices.