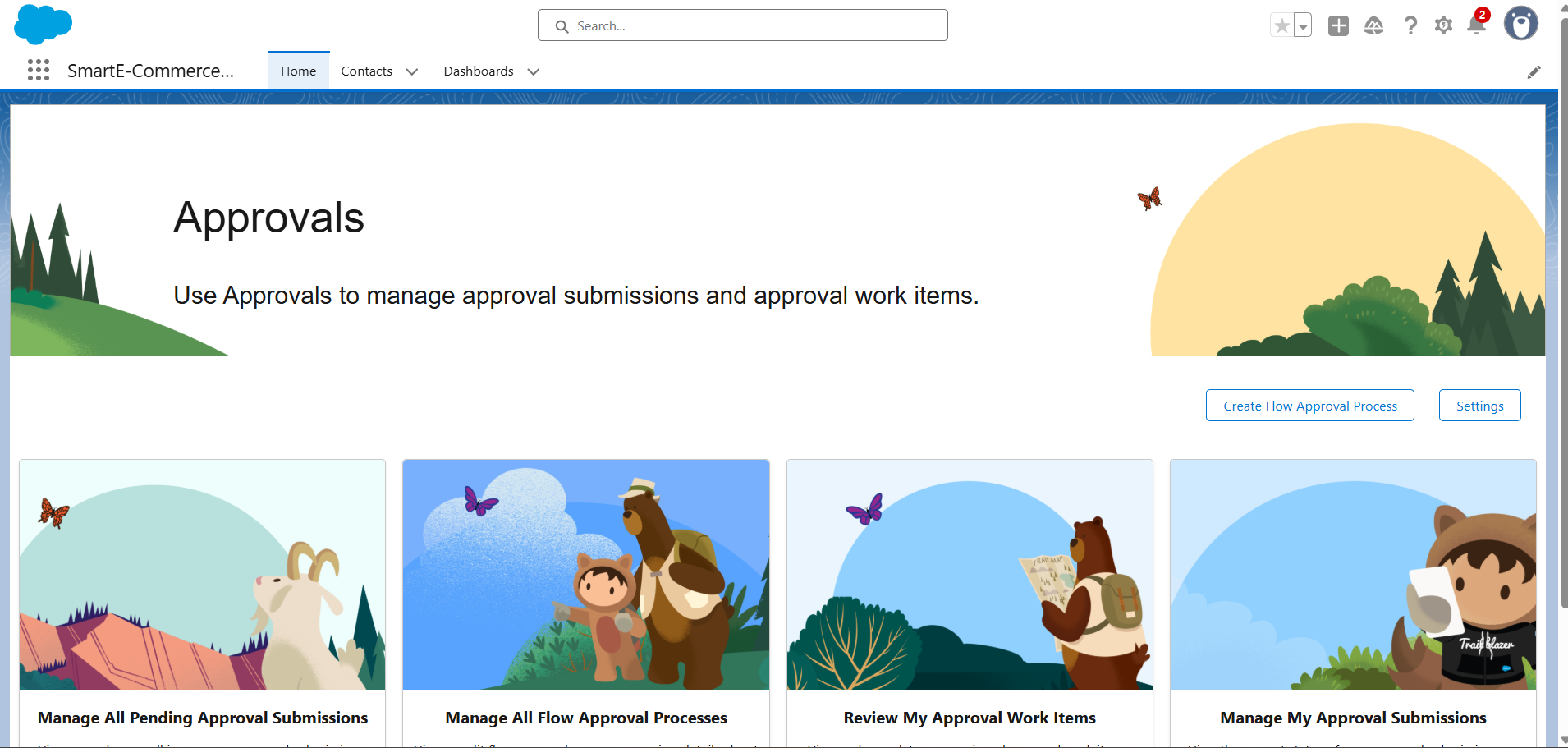
# Phase 2: Org Setup & Configuration (E-Commerce Project)

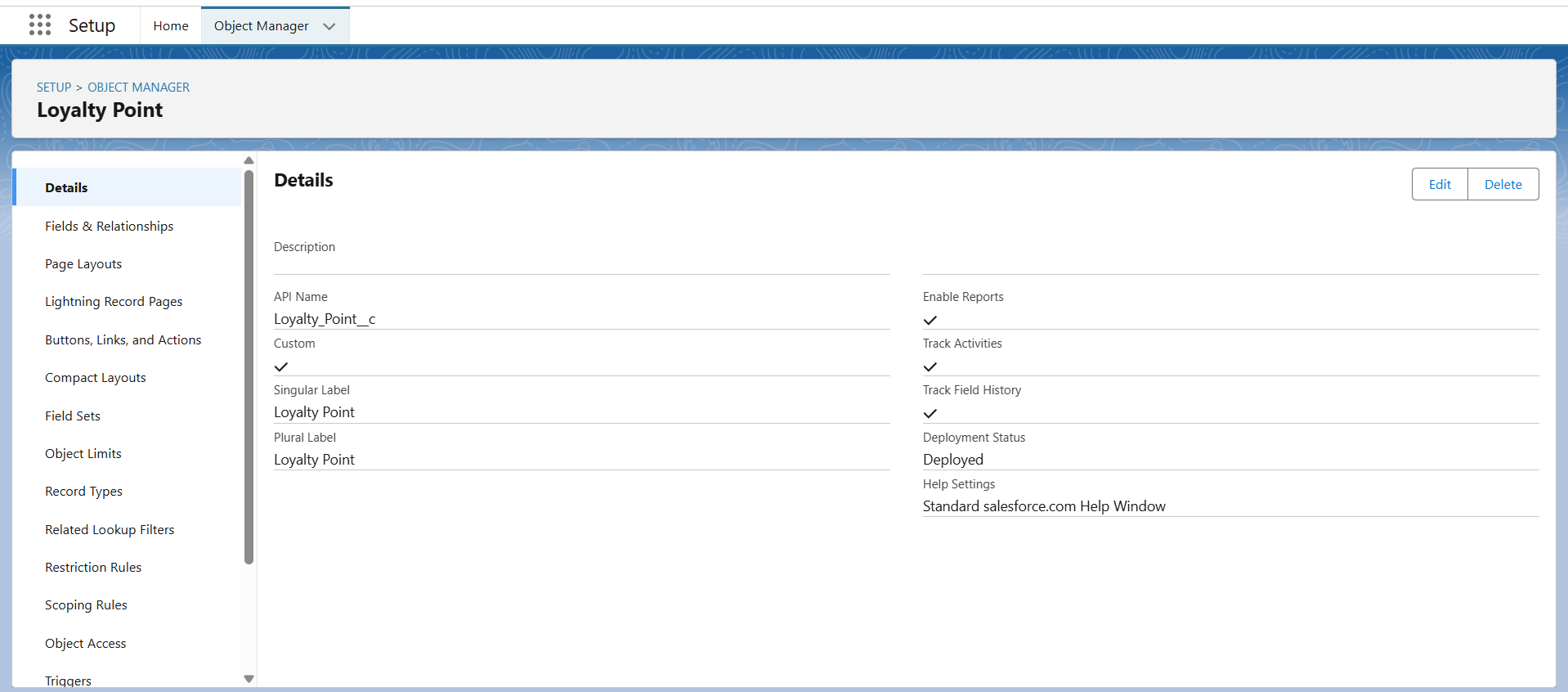
## Create a New Lightning App

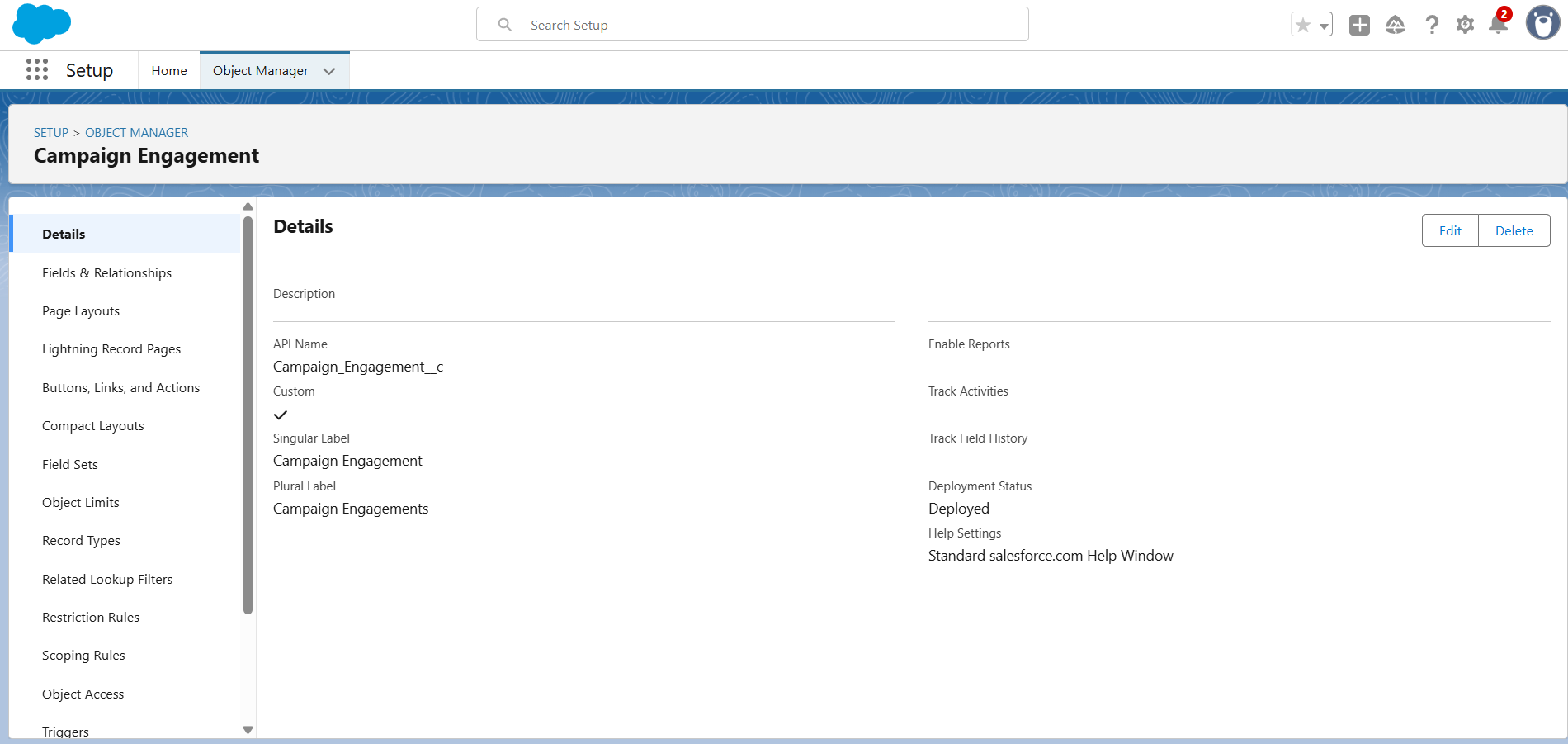
Go to App Manager → New Lightning App  
Name: Smart E-Commerce CRM  
Description: “A Salesforce solution for Customer Engagement & Order Management.”



## Custom Objects

* Order\_\_c – Manage customer orders
* Return\_Request\_\_c – Handle returns, refunds, and replacements
* Loyalty\_Points\_\_c – Track loyalty points and rewards
* Delivery\_\_c – Track shipment and delivery details
* Campaign\_Engagement\_\_c – Track customer interactions with marketing campaigns

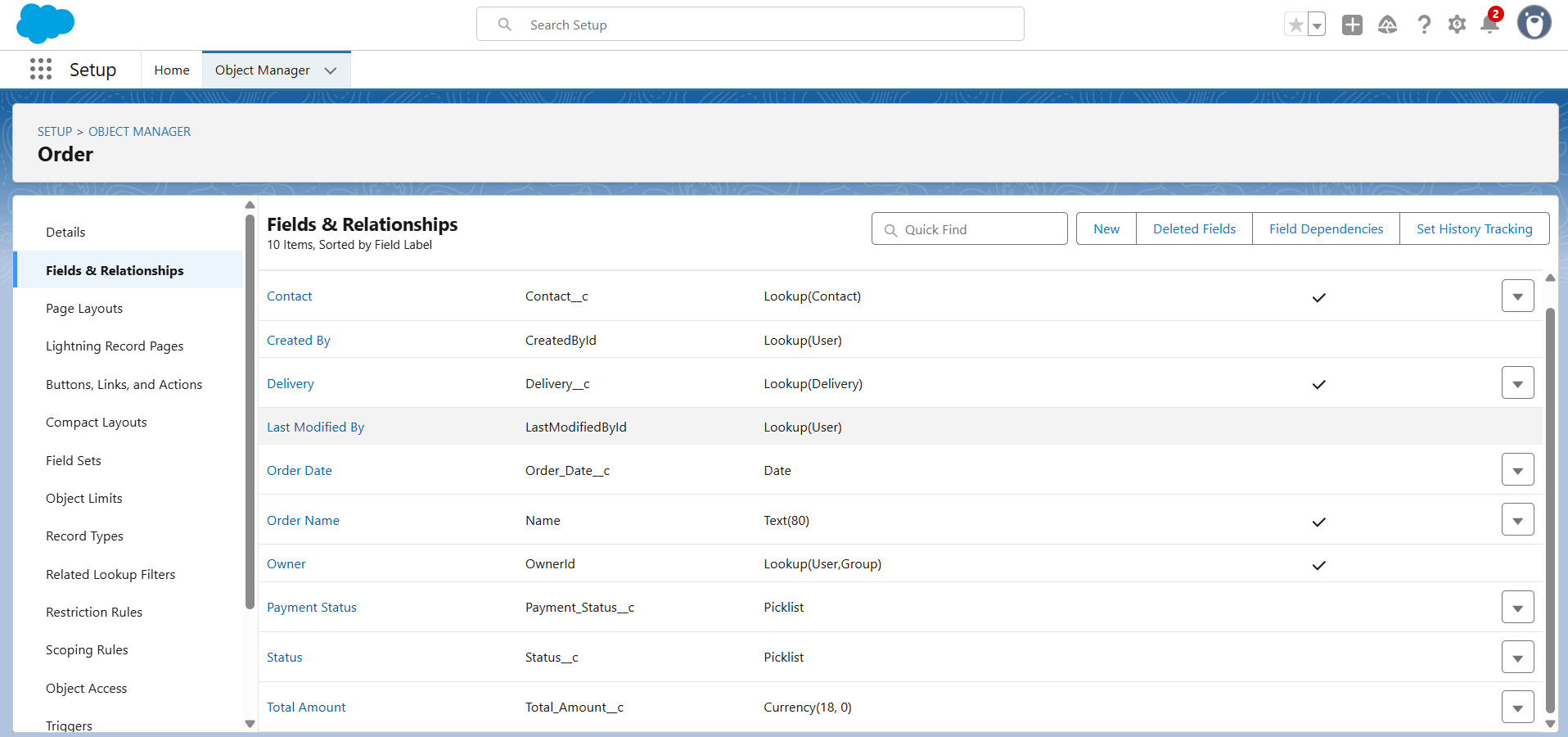




## Custom Fields

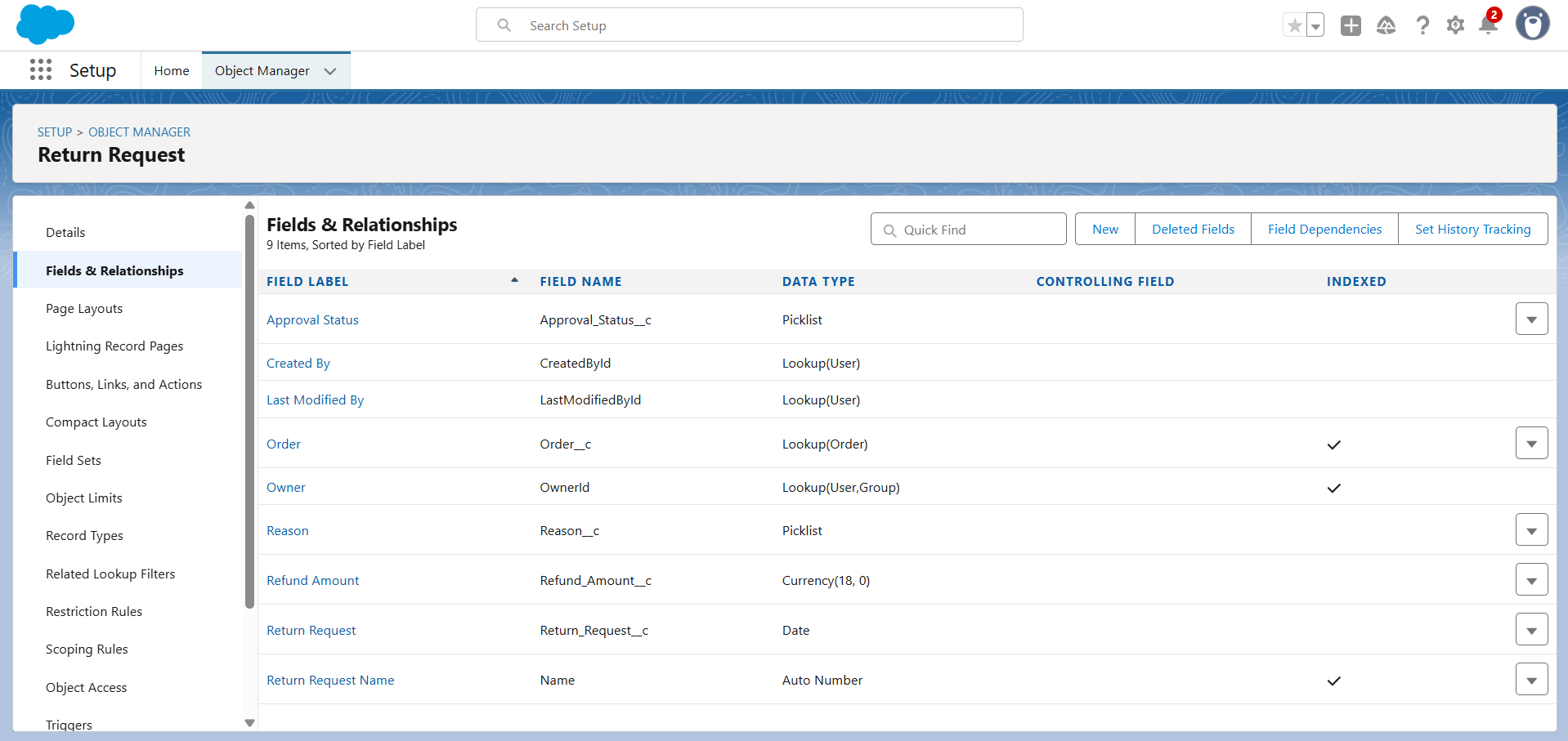
### On Order\_\_c

* Order\_Date\_\_c (Date)
* Status\_\_c (Picklist: Placed, Packed, Shipped, Delivered, Returned)
* Payment\_Status\_\_c (Picklist: Pending, Paid, Refunded)
* Total\_Amount\_\_c (Currency)
* Customer\_\_c (Lookup → Contact)
* Delivery\_\_c (Lookup → Delivery\_\_c)



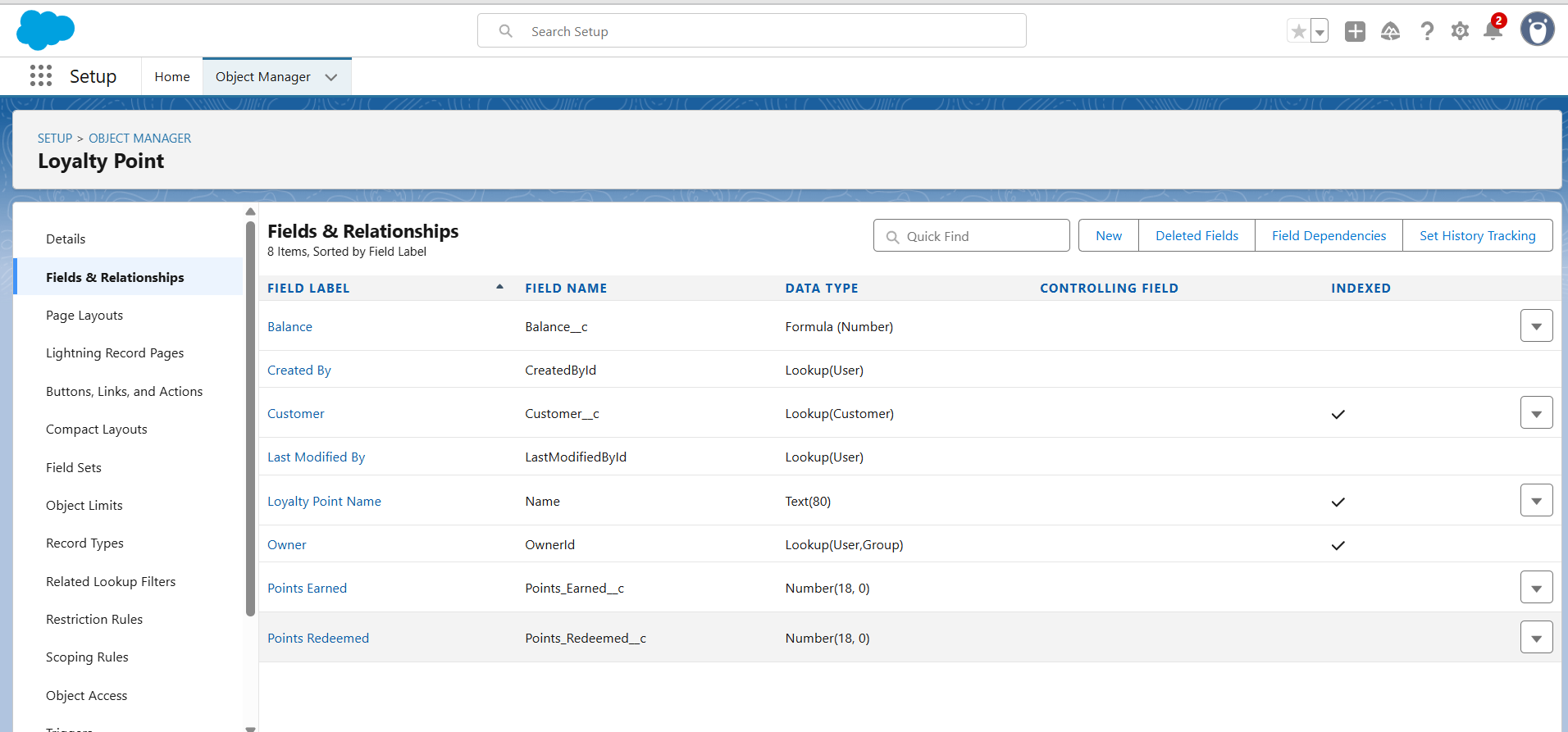
### On Return\_Request\_\_c

* Request\_Date\_\_c (Date)
* Reason\_\_c (Picklist: Damaged, Wrong Item, Size Issue, Other)
* Approval\_Status\_\_c (Picklist: Pending, Approved, Rejected)
* Refund\_Amount\_\_c (Currency)
* Order\_\_c (Lookup → Order\_\_c)



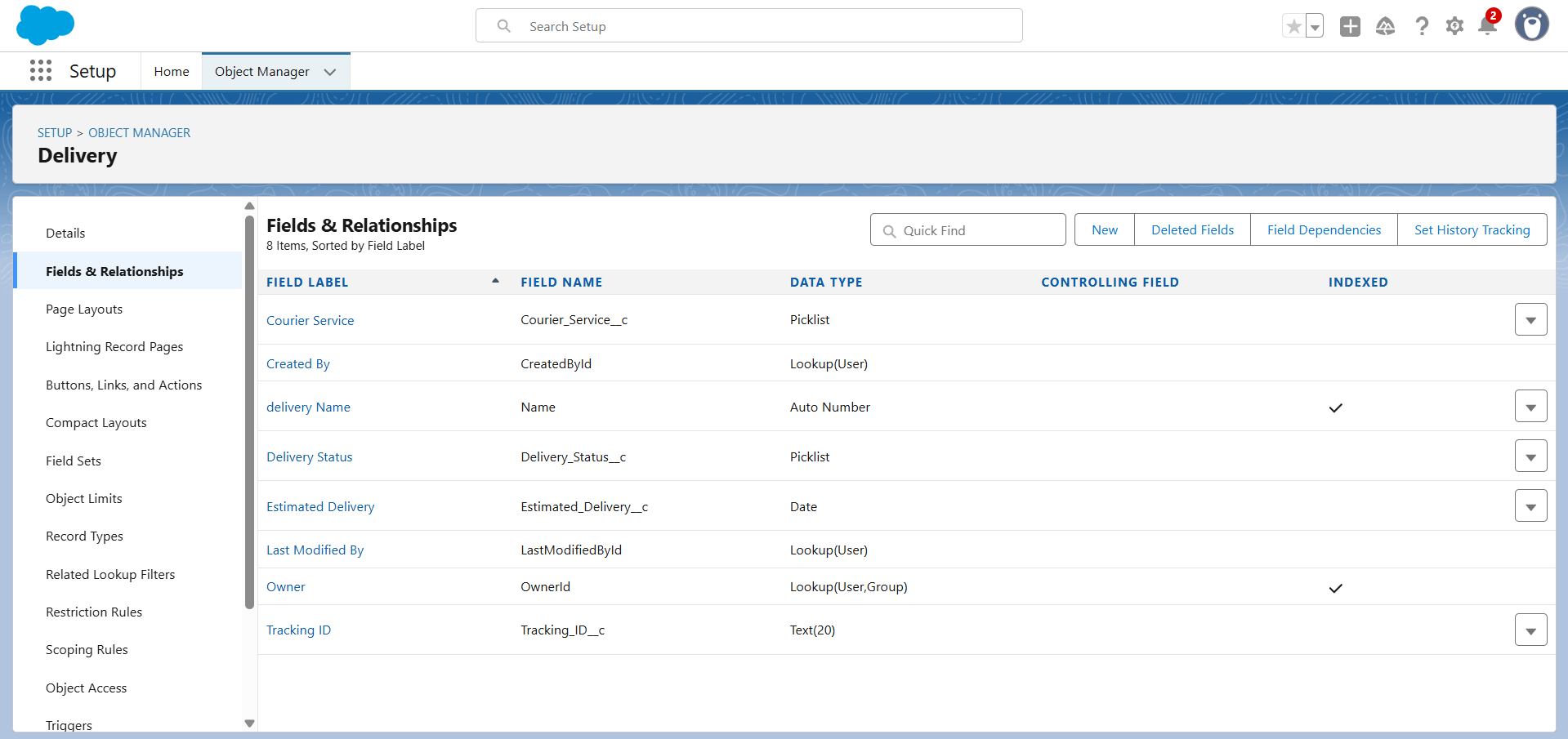
### On Loyalty\_Points\_\_c

* Points\_Earned\_\_c (Number)
* Points\_Redeemed\_\_c (Number)
* Balance\_\_c (Formula: Points\_Earned\_\_c - Points\_Redeemed\_\_c)
* Customer\_\_c (Lookup → Contact)



### On Delivery\_\_c

* Tracking\_ID\_\_c (Text)
* Courier\_Service\_\_c (Picklist: FedEx, DHL, BlueDart, Others)
* Delivery\_Status\_\_c (Picklist: In Transit, Out for Delivery, Delivered, Failed)
* Estimated\_Delivery\_\_c (Date)



## Tabs for Custom Objects

* Orders
* Return Requests
* Loyalty Points
* Deliveries
* Campaign Engagement

