**Project Design Phase-II**

**Technical Architecture**

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| Project Name | Cosmetics Store Management |

Technical Architecture:

Technical architecture refers to the high-level structure and design of a system's components, modules, and technologies. In the context of the cosmetics store management project, the technical architecture should outline the technology stack, infrastructure, and software components used to implement the solution.

**Salesforce Platform:** The core of the technical architecture is the Salesforce platform, which provides a robust cloud-based CRM solution. It includes various services, such as data storage, security, and scalability.

**Web-Based Interface:** The system's user interface is web-based, making it accessible from standard web browsers on both desktop and mobile devices.

**Database:** Salesforce provides a highly scalable and secure database for storing customer data, product information, and transaction records.

**Custom Objects:** Custom objects are created within Salesforce to represent entities like Customers, Consultants, Retailers, and Others. These objects store specific data related to each entity.

**Tabs:** Custom tabs are created for easy navigation to different objects within the system. Tabs for Customers, Consultants, Retailers, and Others are made available in the Salesforce app.

**Relationships:** Salesforce's native relationship features are used to establish connections between various objects. For example, there are relationships between Customers and Consultants or Retailers to manage associations effectively.

**User Profiles:** Different user profiles, such as Store Supervisors and Billing Operators, are defined to control what users can access and modify within the system.

**Page Layouts:** Custom page layouts are designed to organize and display fields and information for each object. These layouts provide a user-friendly interface for data entry and management.

**Reports and Dashboards:** Salesforce's reporting and dashboard features are utilized to create visual representations of data, allowing users to gain insights into sales, customer behavior, and product performance.

**Security and Authentication:** Salesforce's built-in security features are used to ensure data privacy and secure user authentication.

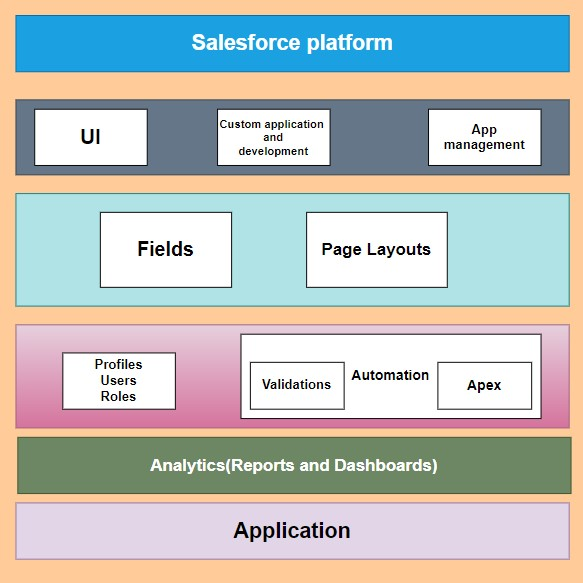
**Customization and Configuration:** The system is configured to adapt to the specific needs of the cosmetics store, allowing easy customization of fields, objects, and processes.

**Integration:** Integration with other systems, such as inventory management and payment processing, is achieved using Salesforce's integration capabilities to facilitate data exchange.

**Mobile Access:** The system is accessible via mobile devices, enabling store staff to manage operations and engage with customers while on the go.

**Scalability:** Salesforce's cloud-based architecture ensures scalability, allowing the system to grow as the store expands its product offerings and customer base.

**Backup and Recovery:** Regular data backups and a recovery plan are in place to prevent data loss in case of system failures.

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