**PROJECT REPORT TEMPLATE**

**1.INTRODUCTION:**

**1.1 OVERVIEW:**

Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household etc. A CRM products owner has requested to create two applications, one is a sales app for sales reps to use this applications and store customers data, and the second applications is a service app for service reps /agents to provide support to customers in dealing cases. To generate business on top of the customers.

**1.2 PURPOSE:**

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.

**2.PROBLEM DEFINITION & DESIGN THINKING:**

**2.1 EMPATHY MAP:**

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**2.2 IDEATION & BRAINSTORMING MAP:**

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**3. RESULT:**

**3.1 DATA MODEL**:

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| **OBJECT NAME** | **FIELDS IN THE OBJECT** |
| STOCKS AVAILABLES | |  |  | | --- | --- | | FIELD LABLES | DATA TYPES | | Product | Master detail (Product) | | Warehouse | Master detail (Warehouse) | |
| WAREHOUSE | |  |  | | --- | --- | | FIELD LABLES | DATA TYPES | | Warehouse name | Text (80) | | Stocks available | Master detail (Stocks available) | |
| CONTACT | |  |  | | --- | --- | | FIELD LABLES | DATA TYPES | | Account website | Formula (Text) | | Contact name | Text (80) | |

3.2 ACTIVITY &SCREENSHOT

Milestone 1:

Create a developer account.

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Milestone 2:

1.Create objects.

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2.Fields available on object (contact).

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Milestone 3:

Relation between objects.

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Milestones 5:

1. Creation of Application.

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Milestone 5: Layouts

1.Creation of custom tabs

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Milestone 6: user

1. Creation of user

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Milestone 7: Validation Rules

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1. Creation of cross object

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Milestone 7:

Creation of report.

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Milestone 8: Dashboard

Creation of dashboards

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4. TRAILHEAD PROFILE PUBLIC URL:

Team leader –https://trailblazer.me/id/sonalidhanamlrgcom

Team Member1-https://trailblazer.me/id/snekaphysics

Team Member2-https://trailblazer.me/id/muthuselviphysicsca16

Team Member3-https://trailblazer.me/id/sowndaryaphysicsca4

5. ADVNTANGES & DISADVANTAGES:

Advantages of the project:

* Trustworthy reporting.
* Dashboards that visually showcase data.
* Improved messaging with automation.
* Proactive service.
* Efficiency enhanced by automation.
* Simplified collaboration.
* Better customer retention.

Disadvantages of the project:

* Lack of leadership.
* Changing Preference.
* Time consuming.
* False rumors.
* To closeness is not good.
* High Cost.
* Discount expectation.
* Require culture change.

6.APPLICATIONS:

* This article is for small business owners and marketers who want to learn about the benefits of CRM software for small businesses.
* CRM software is used to gather customer interactions in one central place to improve customer experience and satisfaction.
* CRM is one of the world’s fastest-growing industries, expected to grow at a rate of 14% between 2021 and 2027.
* The benefits of CRM include better customer retention, increased sales and detailed analytics.

7.CONCLUSION:

In depth analysis of the current system was done. Information gathering tools such as interviews, observation and questionnaires were used to understand the current system and identify requirements. Context diagrams, and data flow diagrams were used to analysis the processes of the current system. A use case diagram was used to determine the system functional requirements of the proposed system. System requirements and user requirements will be used to determine more detailed specifications of the functionalities of the system and how the system operates.

8.FUTURE SCOPE:

* Scope of salesforce in good market but need to see how much number of people can fit into salesforce in current trend of salesforce in retail management.
* If fresher wants to get into salesforce and see himself as salesforce developer then it might be very difficult to get inside industry.