Project Development Phase

DATE	29 July 2025
TEAM ID	PNT2025TMID13974
PROJECT NAME	Cosmetics Management System
MAXIMUM MARKS	

Proposed Solutions

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	Cosmetics stores face challenges in managing complex inventory with thousands of SKUs across multiple brands, tracking customer preferences and beauty profiles, handling seasonal demand fluctuations, integrating multi-channel sales (in-store, online, social media), and maintaining regulatory compliance. Traditional retail systems lack specialized features for cosmetics retail, leading to operational inefficiencies, poor customer experience, and missed revenue opportunities.
2.	**Idea / Solution description**	A comprehensive Salesforce-based Cosmetics Store Management system that provides specialized product catalog management with variant tracking, customer beauty profile management, intelligent inventory forecasting, multi-channel sales integration, automated marketing campaigns, and real-time analytics. The solution includes mobile POS integration, loyalty program management, supplier relationship tools, and compliance tracking specifically designed for the cosmetics industry.
3.	**Novelty / Uniqueness**	The solution uniquely combines Salesforce's CRM capabilities with cosmetics-specific features like shade matching, skin type tracking, beauty preference analysis, and seasonal trend forecasting. Unlike generic retail systems, it offers specialized tools for managing product expiration dates, ingredient tracking, beauty consultant performance management, and integrated social media marketing for beauty influencer collaborations.
4.	**Social Impact / Customer Satisfaction**	Enhances customer satisfaction through personalized beauty recommendations, improved product availability, and better customer service. Enables small cosmetics retailers to compete with larger chains by providing enterprise-level tools. Supports sustainable practices through better inventory management, reducing product waste. Empowers beauty consultants with customer insights, leading to more confident product recommendations and higher customer trust.
5.	**Business Model (Revenue Model)**	**Primary Revenue Streams:** Software licensing fees for the Salesforce-based solution, implementation and customization services, ongoing support and maintenance subscriptions, training

		services for staff, and premium feature modules. **Secondary Revenue:** Integration services with third-party beauty platforms, data analytics consulting, and commission-based partnerships with cosmetics suppliers for inventory optimization recommendations.
6.	**Scalability of the Solution**	The solution is highly scalable, starting from single-store implementations to multi-location chain management. Built on Salesforce's cloud infrastructure, it can handle unlimited users, transactions, and data storage. Modular architecture allows stores to add features as they grow. Can scale across different cosmetics retail formats (specialty stores, department store counters, online-only retailers) and geographic regions with multi-currency and multi-language support.