# RETAIL MANAGEMENT APPLICATION USING SALESFORCE

## 1.INTRODUCTION

### OVERVIEW:

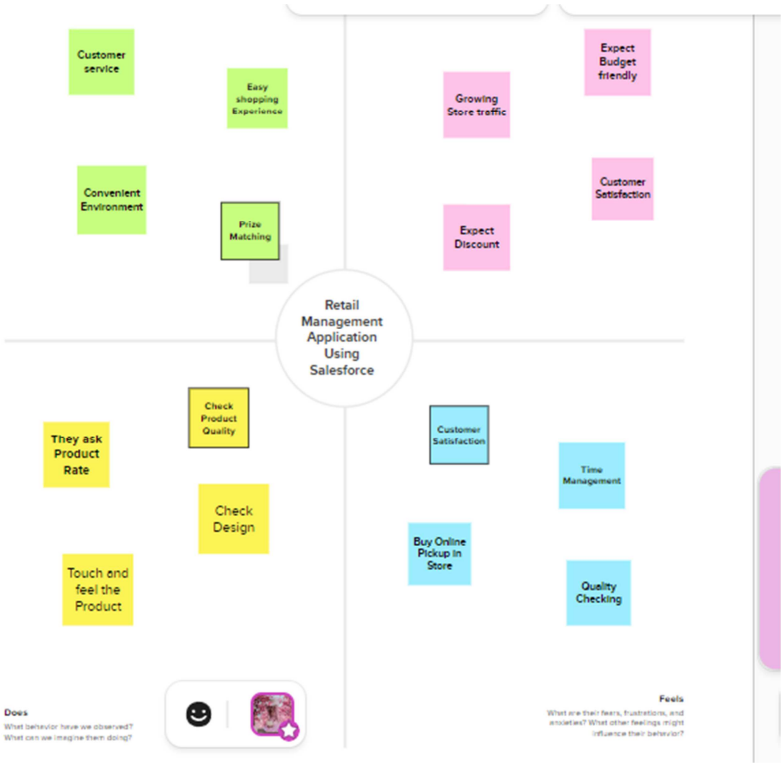
Salesforce for Retail is a set of solutions built on the Salesforce platform designed to help retail companies manage their operations and customer relationships. These solutions include tools for managing inventory, sales, customer data, marketing, and more. Retail Management is the study of promoting and selling products and services while increasing customer satisfaction and brand loyalty.

### PURPOSE:

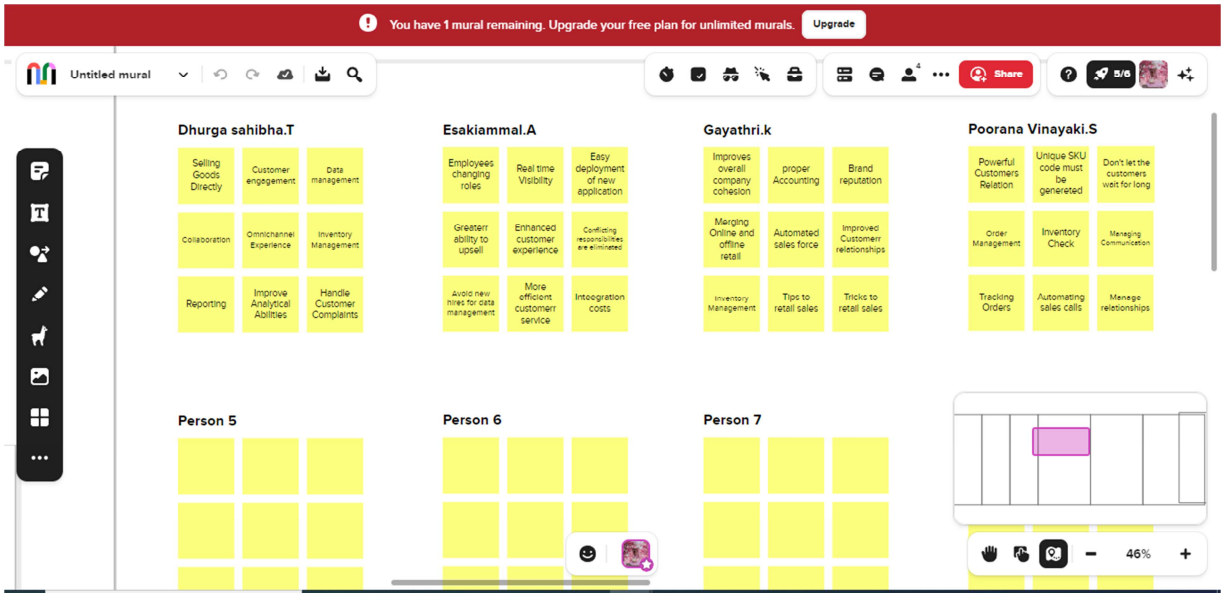
Retail management optimizes internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources. Retail management improves overall company cohesion. Retail store management improves customer experience and boosts customer satisfaction. Retail management is a very good stream to choose as a career as the retail industry is growing with pace. Since the retail store chains such as Walmart, Big Bazaar, D Mart, etc. are expanding their networks, hence it is obvious that they will create many job opportunities in this sector.

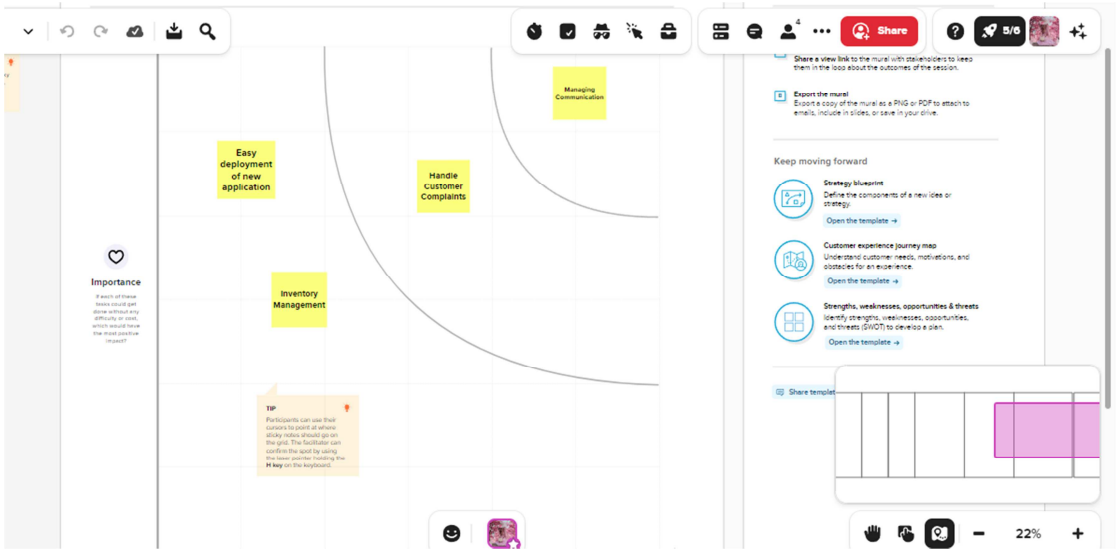
## 2. PROBLEM DEFINITION & DESIGN THINKING

### EMPATHY MAP:




## IDEATION & BRAINSTORMING MAP:





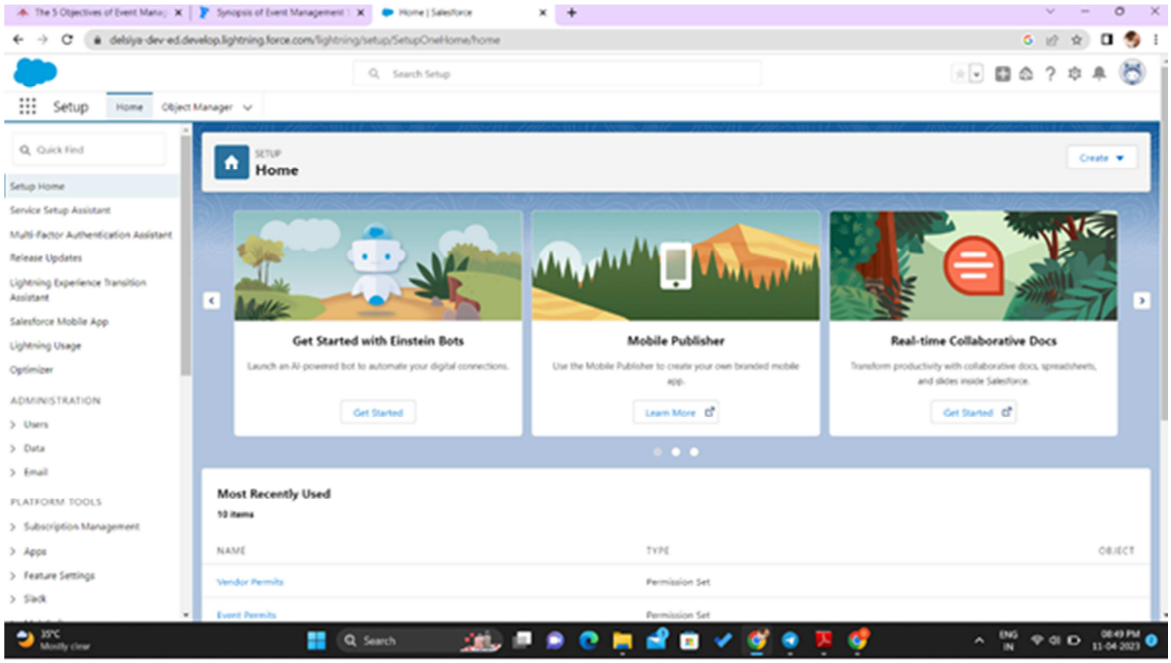

## 3. RESULT

## 3.1 DATA MODEL

| Object name | Fields in the object |
|---|---|
| Dispatched | <table><tr><th>Field lable</th><th>Data type</th></tr><tr><td>Dispatch/trackings</td><td>Text</td></tr><tr><td>Dispatched</td><td>checkbox</td></tr></table> |
| Salesorder | <table><tr><th>Field lable</th><th>Data type</th></tr><tr><td>Salesorder</td><td>Master detail relationship</td></tr></table> |

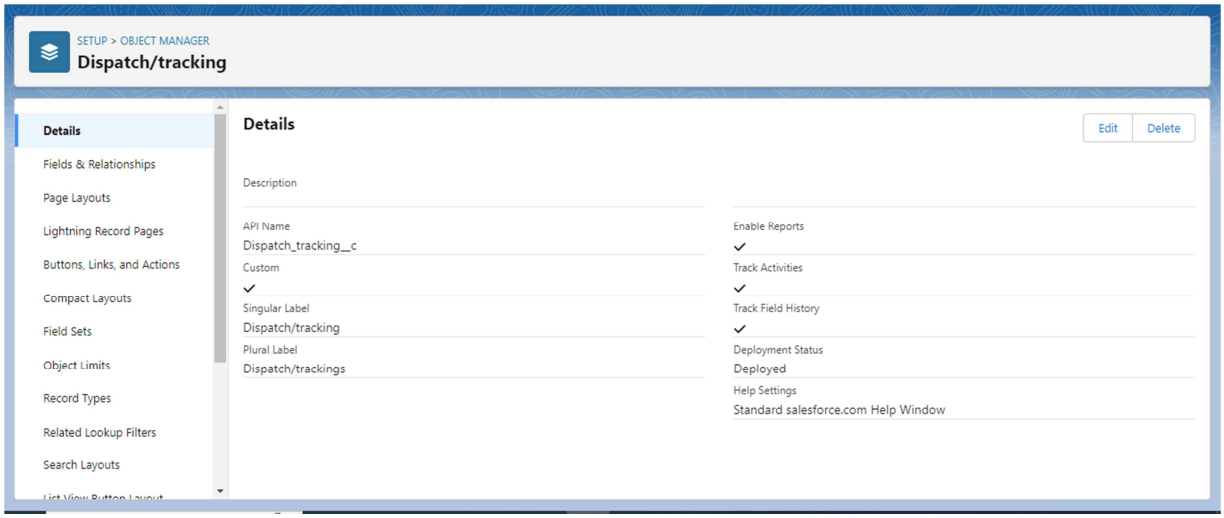
## 3.2 ACTIVITY & SCREENSHOTS

**1.** Created a Salesforce Developer Org through the website developer.salesforce.com and the setup page appeared**.**

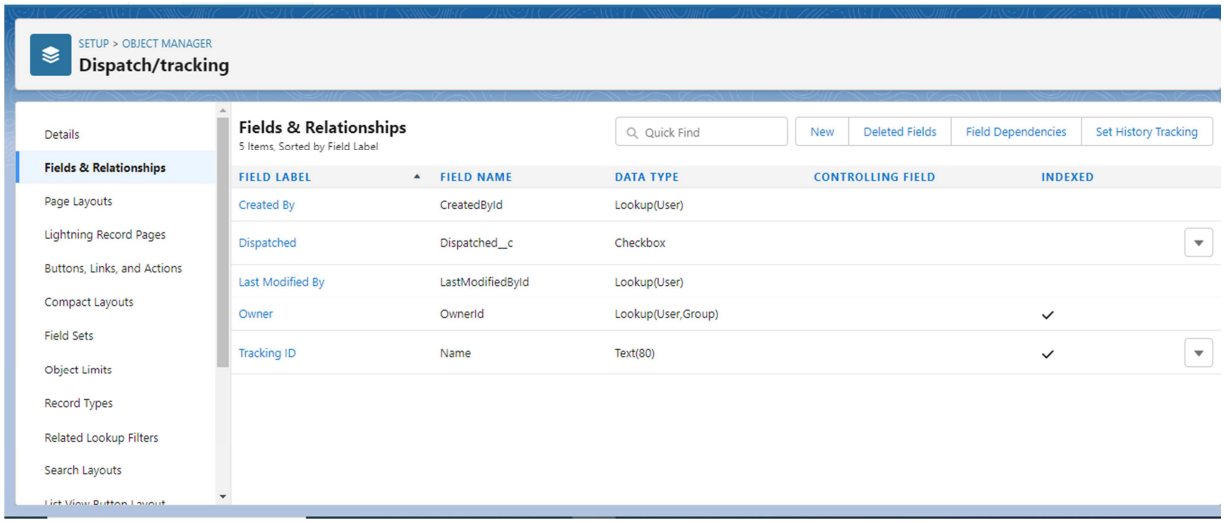



2. Custom Object i.e, Dispatch/trackings and sales order created**.**

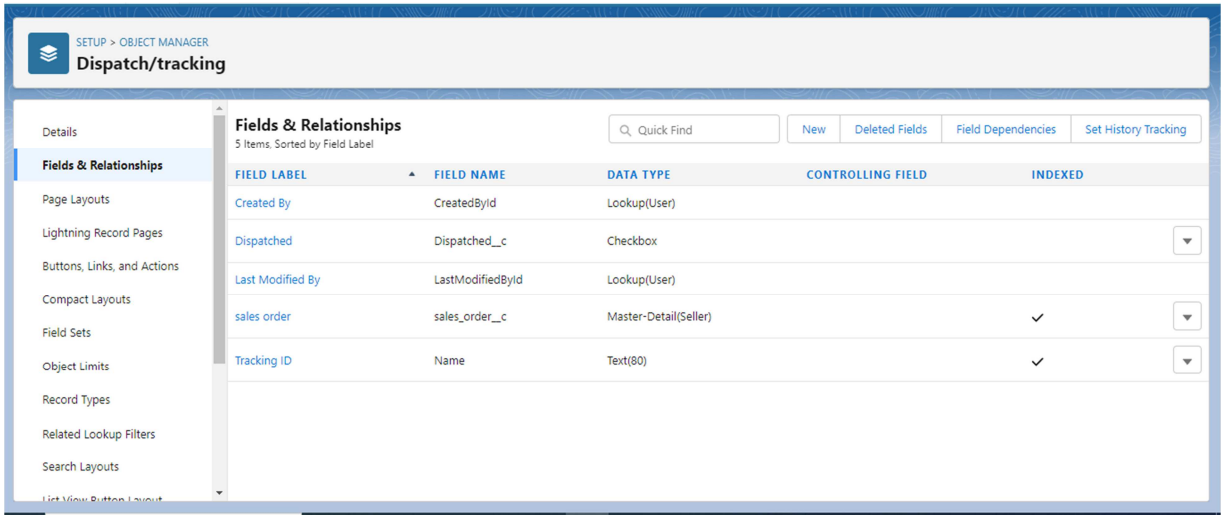
Activity 1: Object Dispatch/tracking is created



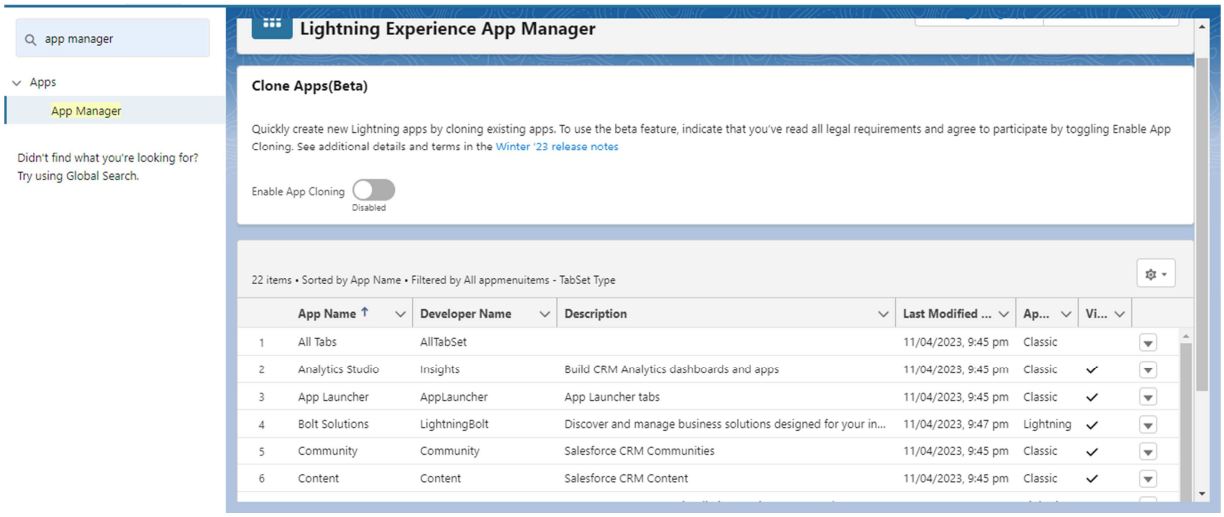

Activity 2: Object Sales order created.



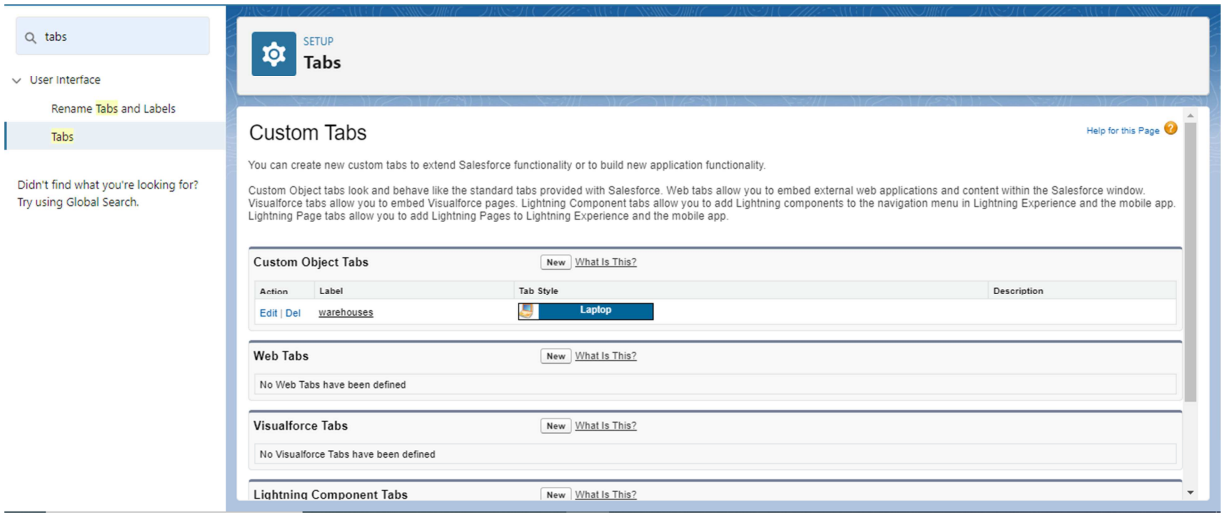

3. Relationship between objects created i.e, Created a relationship between Master Detail relationship & Dispatch/trackings, Sales order.



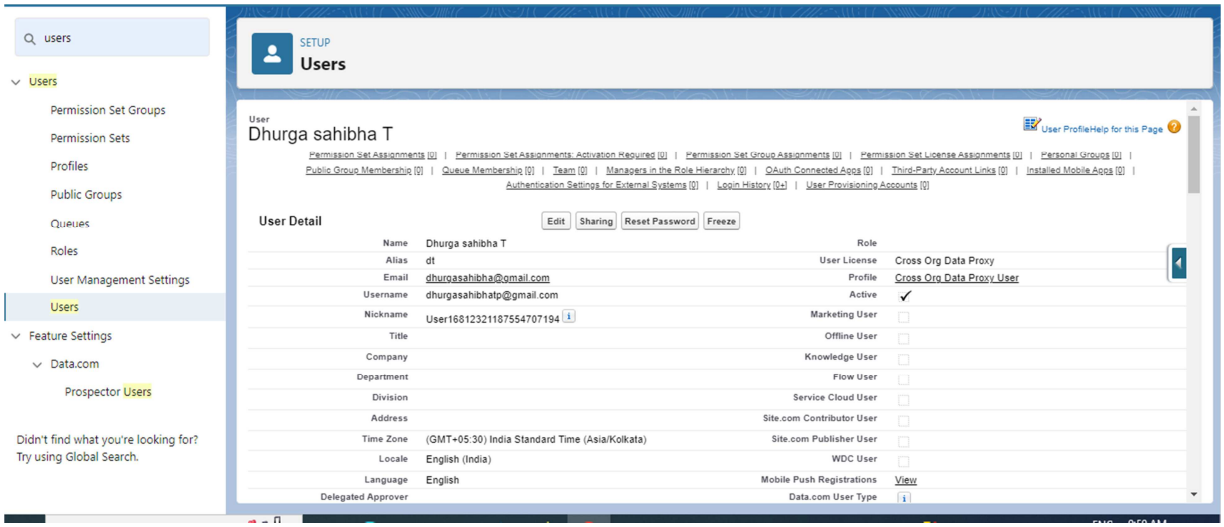

4. Lightning app was created.



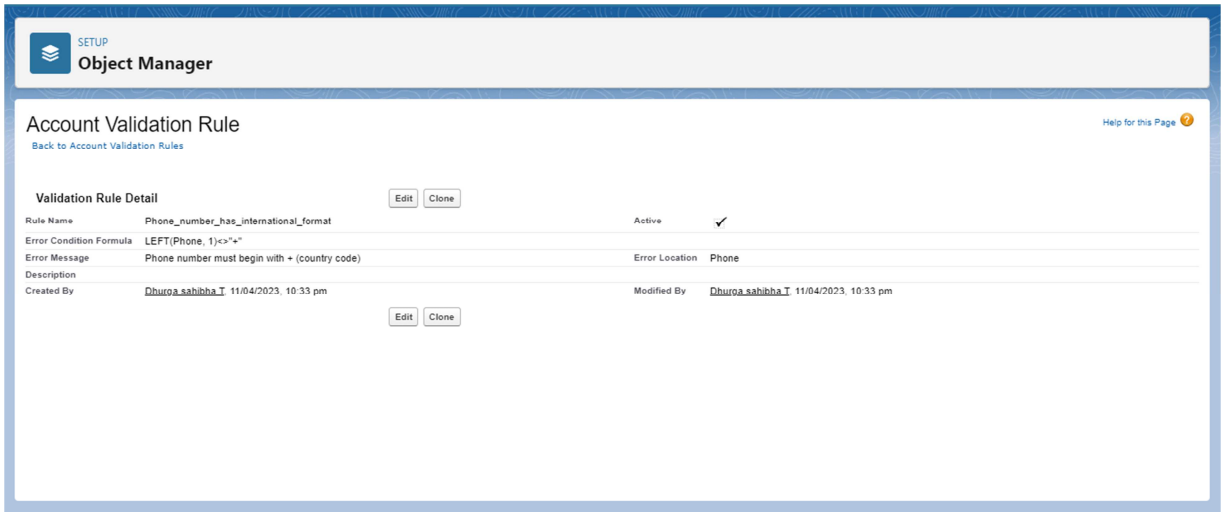

5. Custom Object Tabs was created.



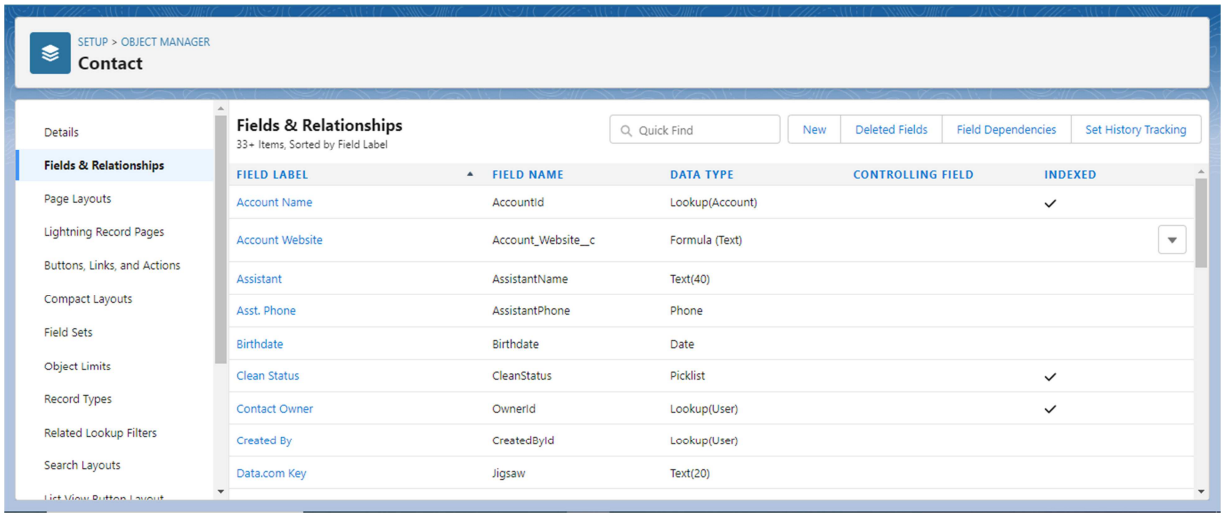

6. Users was created.



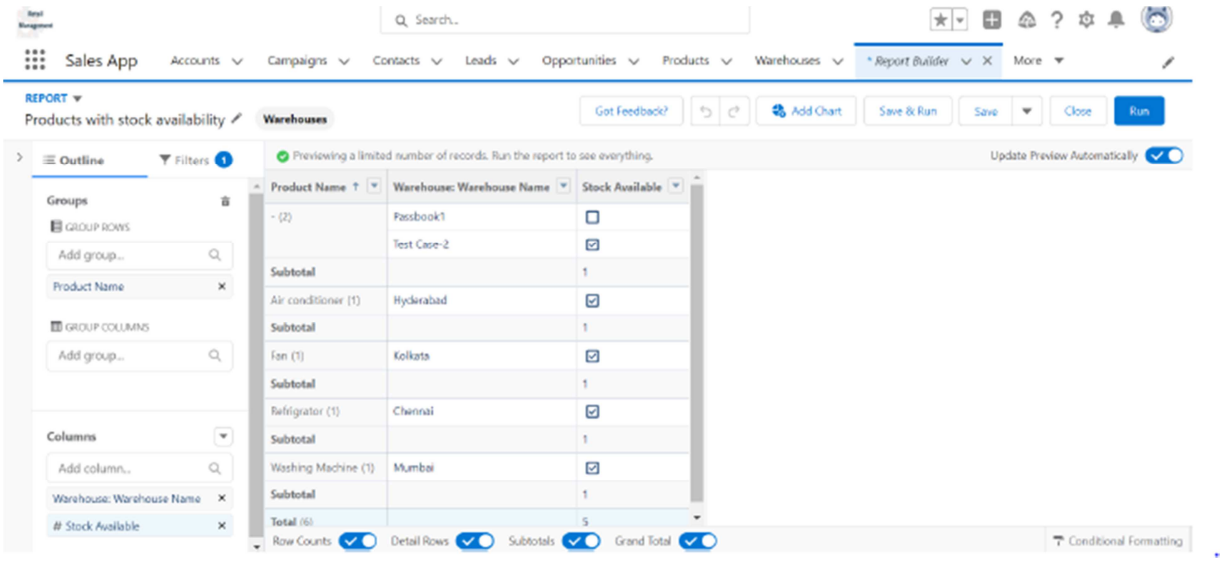

7. Activity 1: Validation rules was created using Account Object.



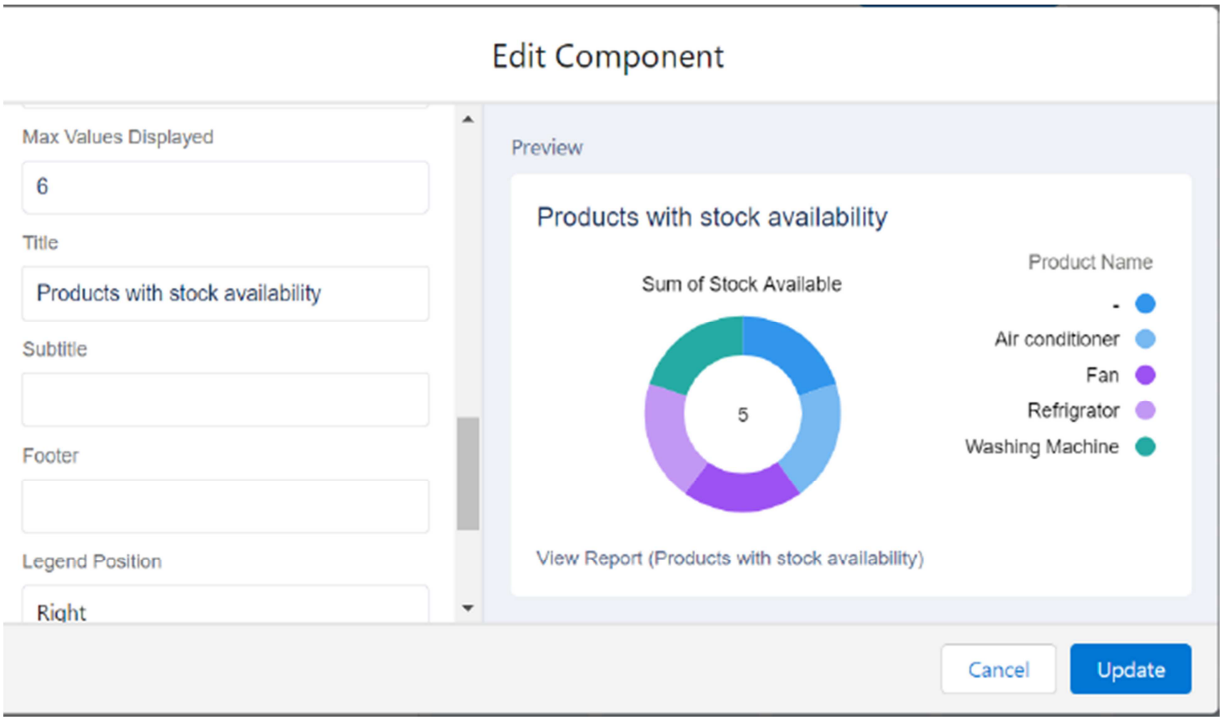

Activity 2: Cross Object was created using Contact Object.




8. Report was created using Warehouse.




9. Dashboards was created using reports.




## 4. TRAILHEAD PROFILE PUBLIC URL:

Team Lead-

https://trailblazer.me/id/dsahibha

Team Member 1-

https://trailblazer.me/id/esaka23

Team Member 2-

https://trailblazer.me/id/gayak202

Team Member 3-

https://trailblazer.me/id/pvinayakia

## ADVANTAGES & DISADVANTAGES

### Advantages:

1. Selling goods on credit.
2. Helps customers to make purchase decision.
3. Optimises all store processes.
4. Simple Account Planning.
5. To manage customer relationships, track inventory, and automate sales processes.

### Disadvantages:

1. Inadequate capital.
2. Lower Profit Margin.
3. No room for expansion due to lack of enough capital.
4. Inability to enjoy economies of scale.
5. Do not easily obtain loan.

## APPLICATIONS

IT helps to store customer data, which the retailer can then use to reach out **to** customers. Through email with personalized offers or with mail offers. And when at the check-out process, retailers can search up the customer's information to make their experience efficient and quick. Information technology is the enabler in the retail industry. It improves the customer experience and offers a personalized buying

experience to customers. It also speeds up the processes and increases sales. As well as improves the customer retention rate, and offers cost-saving benefits to the company.

## CONCLUSION:

In this course we have explored the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with their target customers. You have been introduced to a few theoretical concepts and ideas, which have been illustrated using real world examples and cases in retailing.

## 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.