Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

1   Lack of automation in gadget sales management.

2   Poor inventory management leading to stockouts or overstocking.

3   Weak customer engagement and limited personalized sales support.

4   Need for an automated and customer-centric system using Salesforce.

5   Integration with smart devices, wearables, gaming accessories, mobile accessories, and eco-friendly gadgets.

Stakeholder Analysis

1   High Power – High Interest (Manage Closely): Customers, Sales Executives, Store Managers.

2   High Power – Low Interest (Keep Satisfied): Top Management, Decision Makers.

3   Low Power – High Interest (Keep Informed): Suppliers, Marketing Teams, Delivery Partners.

4   Low Power – Low Interest (Monitor): IT / Salesforce Admins.

Business Process Mapping

1   Customer interest → Order → Inventory check → Payment → Delivery → After-sales support.

2   Analytics system to track customer movement and improve store layout.

3   Integration with predictive analytics to identify customer trends and enable targeted campaigns.

Industry-specific Use Case Analysis

1   Traditional Retail Sales: Streamlines inventory tracking, prevents stockouts, and uses AI-powered purchase history recommendations.

2   E-commerce & Online Marketplaces: Automates sales orders, enables real-time shipment tracking, integrates augmented reality for visualization.

3   Telecommunications & Mobile Providers: Manages bundled gadgets, subscription management, upgrades, and personalized plans.

4   Business-to-Business (B2B) Sales: Handles large-scale sales cycles, automated follow-ups, AI-powered insights, and proactive support.

5   Small Businesses & Repair Shops: Focused on efficiency, ensures availability of repair parts, and provides customer-centric tracking interface.

AppExchange Exploration

1   Define needs clearly – Identify specific challenges like inventory management or e-commerce integration.

2   Search the AppExchange – Explore tools for analytics, customer service, or industry-specific solutions.

3   Filter results using pricing, ratings, features, and Salesforce compatibility.

4   Evaluate listings – Review summaries, technical details, and provider capabilities.

5   Test the app – Use sandbox or free trial to check functionality with business data.

6   Install safely – Deploy in sandbox first before moving to production.