

Project Reports Template

1 Introduction

1.1 Overview

Retail Management deals with selling of goods and services to consumers. It involves a direct interaction with the customer and coordinating business activities from designing of a product to its delivery and post-delivery service. Those who are specialists in retail management are generally known as Retail Managers. A Retail Manager is expected to address consumers' problems, monitor retail orders, handle merchandising, manage HR and also supervise the stocks/inventory and supply chain management.

1.2 Purpose

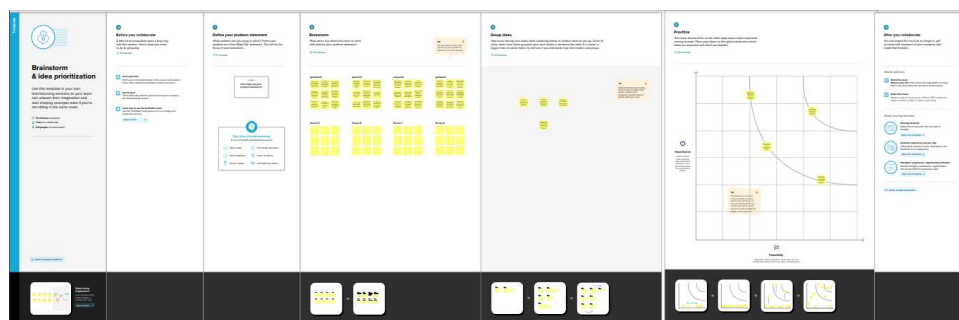
Retail management saves time and guarantees that customers can easily find their products in-store. A smooth process in place avoids chaos and keeps employees and customers satisfied.

2 Problem Definition & Design Thinking

2.1 Empathy map



2.2 Ideation & Brainstroming map



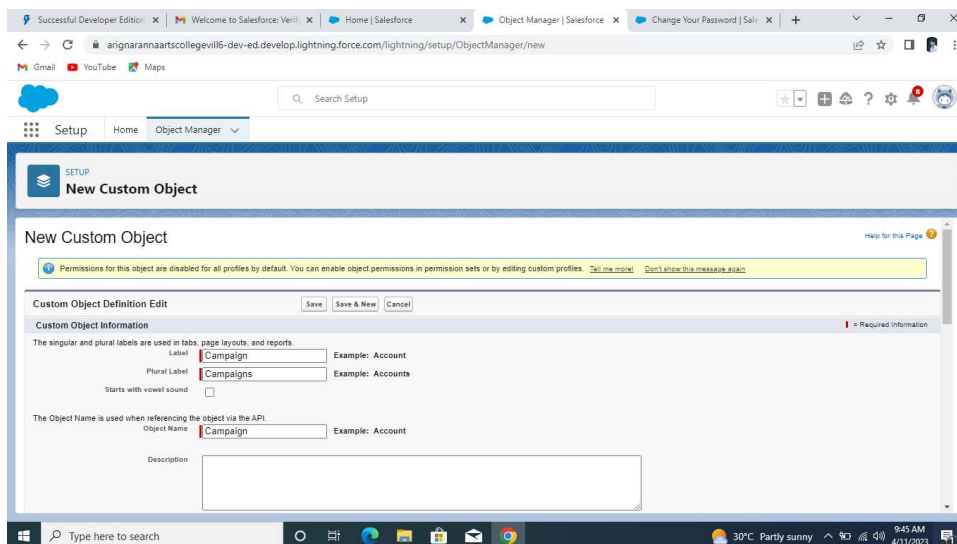
3.1 Data Model

Object name. Field in the object

Obj1.	Field lable	Data type
	Dispatch/tracking	text
	Warehouse	text
Obj2	Field lable	Data type
	Campaign	text
	Leads	text

3.2

Activity & Screenshot



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arignanannaartscollegevill6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new

Search Setup

Setup Home Object Manager

SETUP New Custom Object

Context-Sensitive Help Setting: ☒ Open the standard Salesforce.com Help & Training window ☐ Open a window using a Visualforce page

Content Name: --None--

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

Record Name: Example: Account Name

Data Type:

Optional Features

- ☒ Allow Reports
- ☐ Allow Activities
- ☐ Track Field History
- ☐ Allow in Chatter Groups
- ☐ Enable Licensing

Object Classification

When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. [Learn more.](#)

☒ Allow Sharing

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Search Setup

Setup Home Object Manager

SETUP New Custom Object

Object Classification

When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. [Learn more.](#)

- ☒ Allow Sharing
- ☒ Allow Bulk API Access
- ☒ Allow Streaming API Access

Deployment Status [What is this?](#)

☐ In Development ☒ Deployed

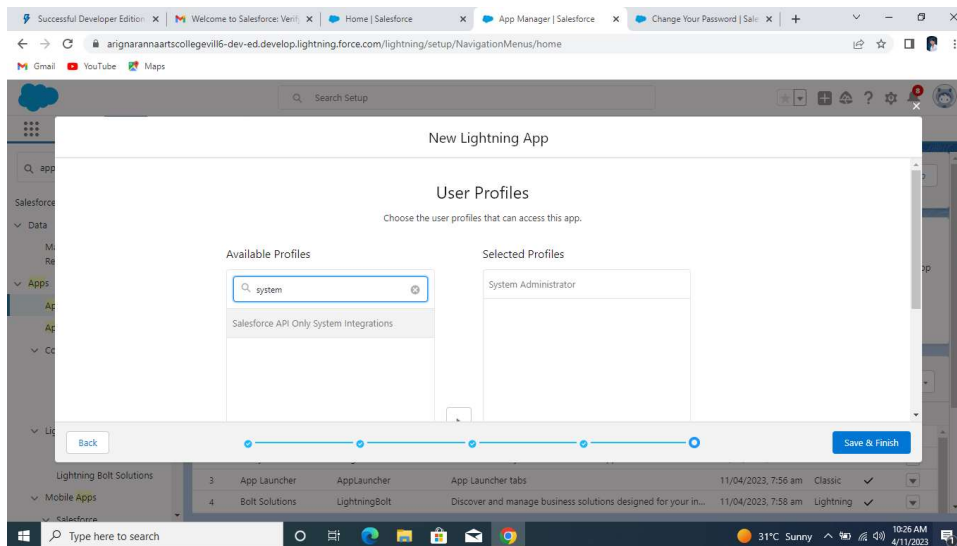
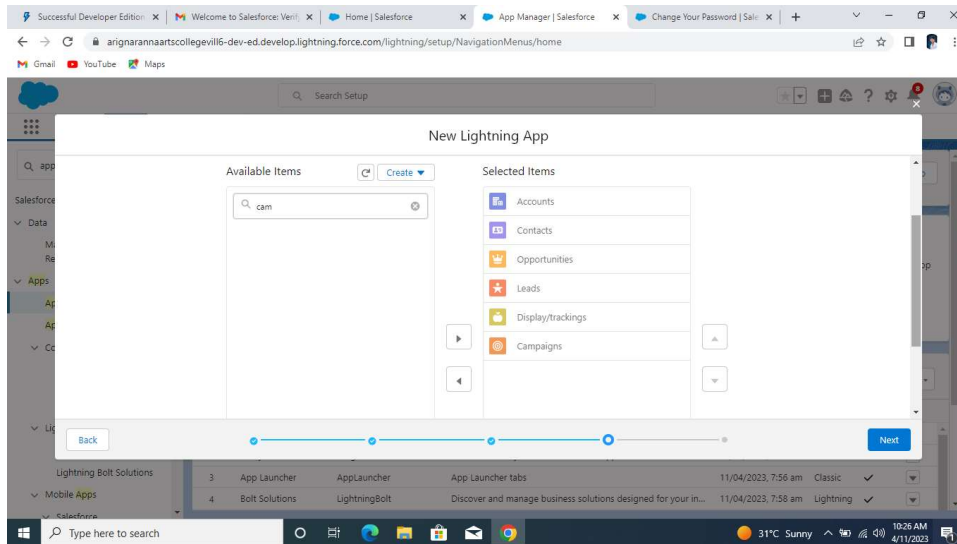
Search Status

When this setting is enabled, your users can find records of this object type when they search. [Learn more.](#)

☒ Allow Search

Object Creation Options (Available only when custom object is first created)

- ☐ Add Notes and Attachments related list to default page layout
- ☐ Launch New Custom Tab Wizard after saving this custom object



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tab

Setup Home Object Manager

app

Salesforce Mobile App

Data

Mass Transfer Approval Requests

Apps

App Manager

AppExchange Marketplace

Connected Apps

Connected Apps OAuth Usage

Manage Connected Apps

Lightning Bolt

Flow Category

Lightning Bolt Solutions

Mobile Apps

Salesforce

Setup Tabs

Step 3. Add to Custom Apps Step 3 of 3

Choose the custom apps for which the new custom tab will be available. You may also examine or alter the visibility of tabs from the detail and edit pages of each Custom App.

Custom App	Include Tab
Platform (standard__Platform)	<input checked="" type="checkbox"/>
Sales (standard__Sales)	<input checked="" type="checkbox"/>
Service (standard__Service)	<input checked="" type="checkbox"/>
Marketing (standard__Marketing)	<input checked="" type="checkbox"/>
Sample Console (standard__ServiceConsole)	<input checked="" type="checkbox"/>
High Volume Customer Portal User	<input checked="" type="checkbox"/>
Authenticated Website User	<input checked="" type="checkbox"/>
App Launcher (standard__AppLauncher)	<input checked="" type="checkbox"/>
Community (standard__Community)	<input checked="" type="checkbox"/>
Site.com (standard__Sites)	<input checked="" type="checkbox"/>

Type here to search

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tab

Setup Home Object Manager

app

Salesforce Mobile App

Data

Mass Transfer Approval Requests

Apps

App Manager

AppExchange Marketplace

Connected Apps

Connected Apps OAuth Usage

Manage Connected Apps

Lightning Bolt

Flow Category

Lightning Bolt Solutions

Mobile Apps

Salesforce

Setup Tabs

Salesforce Chatter (standard__Chatter)	<input checked="" type="checkbox"/>
Content (standard__Content)	<input checked="" type="checkbox"/>
Analytics Studio (standard__Insights)	<input checked="" type="checkbox"/>
Sales Console (standard__LightningSalesConsole)	<input checked="" type="checkbox"/>
Service Console (standard__LightningService)	<input checked="" type="checkbox"/>
Sales (standard__LightningSales)	<input checked="" type="checkbox"/>
Lightning Usage App (standard__LightningInstrumentation)	<input checked="" type="checkbox"/>
Digital Experiences (standard__SalesforceCMS)	<input checked="" type="checkbox"/>
Queue Management (standard__QueueManagement)	<input checked="" type="checkbox"/>
Data Manager (standard__DataManager)	<input checked="" type="checkbox"/>
Subscription Management (standard__RevenueCloudConsole)	<input checked="" type="checkbox"/>
Salesforce Scheduler Setup (standard__LightningScheduler)	<input checked="" type="checkbox"/>
Bolt Solutions (standard__LightningBolt)	<input checked="" type="checkbox"/>
sales app (sales_app)	<input checked="" type="checkbox"/>

Type here to search

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tab

Setup Home Object Manager

Search: app

Salesforce Mobile App

Data

Mass Transfer Approval Requests

Apps

App Manager

AppExchange Marketplace

Connected Apps

Connected Apps OAuth Usage

Manage Connected Apps

Lightning Bolt

Flow Category

Lightning Bolt Solutions

Mobile Apps

Setup Tabs

Analytics Studio (standard__Analytics)	<input checked="" type="checkbox"/>
Sales Console (standard__LightningSalesConsole)	<input checked="" type="checkbox"/>
Service Console (standard__LightningService)	<input checked="" type="checkbox"/>
Sales (standard__LightningSales)	<input checked="" type="checkbox"/>
Lightning Usage App (standard__LightningInstrumentation)	<input checked="" type="checkbox"/>
Digital Experiences (standard__SalesforceCMS)	<input checked="" type="checkbox"/>
Queue Management (standard__QueueManagement)	<input checked="" type="checkbox"/>
Data Manager (standard__DataManager)	<input checked="" type="checkbox"/>
Subscription Management (standard__RevenueCloudConsole)	<input checked="" type="checkbox"/>
Salesforce Scheduler Setup (standard__LightningScheduler)	<input checked="" type="checkbox"/>
Bolt Solutions (standard__LightningBolt)	<input checked="" type="checkbox"/>
sales app (sales_app)	<input checked="" type="checkbox"/>

☒ Append tab to users' existing personal customizations

Previous Save Cancel

Type here to search

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Successful Developer Edition | Welcome to Salesforce: Veri | Home | Salesforce | Users | Salesforce | Change Your Password | Sal...

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Search Setup

Setup Home Object Manager

Search: user

Users

Permission Set Groups

Permission Sets

Profiles

Public Groups

Queues

Roles

User Management Settings

Users

Feature Settings

Data.com

Prospector Users

User Interface

Action Link Templates

Actions & Recommendations

Setup Users

New User

Help for this Page

User Edit Save Save as New Cancel

General Information Required Information

First Name	Goutham	Role	<None Specified>
Last Name	H	User License	Salesforce
Alias	gh	Profile	Standard User
Email	gouthamp022@gmail.com	Active	<input checked="" type="checkbox"/>
Username	gouthamp022@gmail.com	Marketing User	<input type="checkbox"/>
Nickname	User1681169416212650762	Offline User	<input type="checkbox"/>
Title		Knowledge User	<input type="checkbox"/>
Company		Flow User	<input type="checkbox"/>
Department		Service Cloud User	<input type="checkbox"/>
Division		Site.com Contributor User	<input type="checkbox"/>
		Site.com Publisher User	<input type="checkbox"/>

Type here to search

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arignarannaartscollegevii6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115000001mvHq/ValidationRules/new

Setup Home Object Manager

Account Validation Rule

Define a validation rule by specifying an error condition and a corresponding error message. The error condition is written as a Boolean formula expression that returns true or false. When the formula expression returns true, the save will be aborted and the error message will be displayed. The user can correct the error and try again.

Validation Rule Edit Save Save & New Cancel

Rule Name: Phone_number_has_international_format Active

Description:

Error Condition Formula Example: `Discount_Percent > 0.50` Mock Subscribes... Functions: ABS, ACOS, ACOSRADIANS, AND, ASCII, ASCII, Insert Selected Function, ABS(number) Returns the absolute value of a number, a number without its sign. [Help on this function](#)

Error Message This message will appear when the Error Condition Formula is true. The message will appear when the user saves the record. The user can correct the error and try again.

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Save Save & New Cancel

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arignarannaartscollegevii6-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115000001mvHq/ValidationRules/new

Setup Home Object Manager

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Validation Rule Edit Save Save & New Cancel

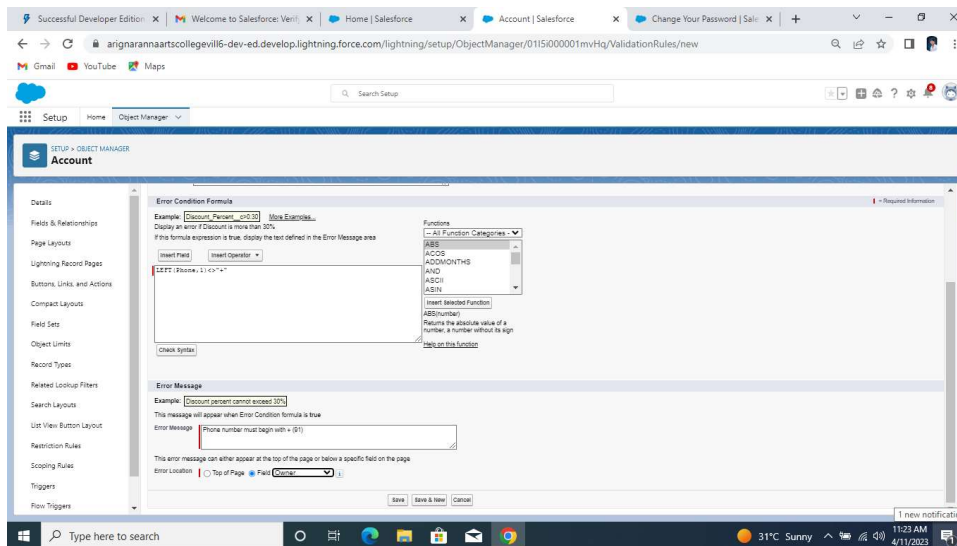
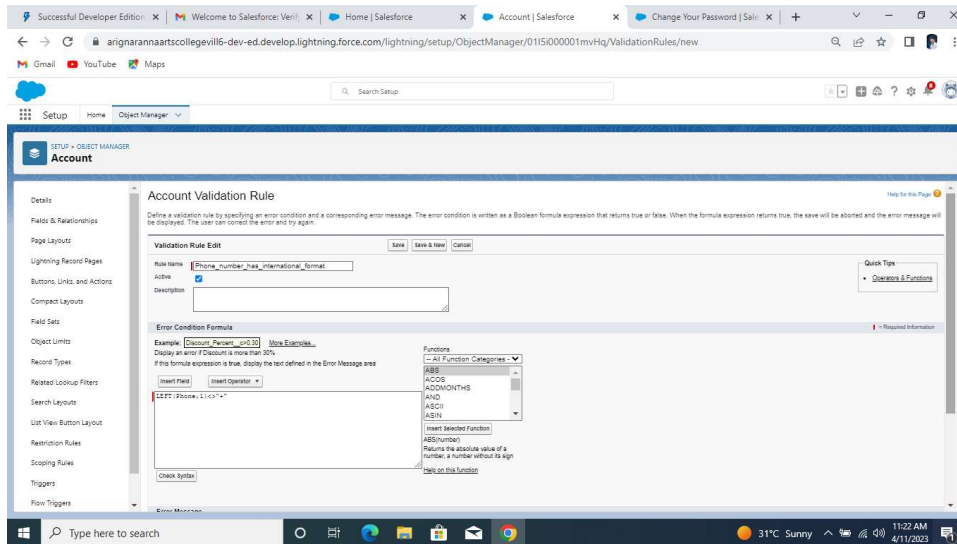
Rule Name: Phone_number_has_international_format Active

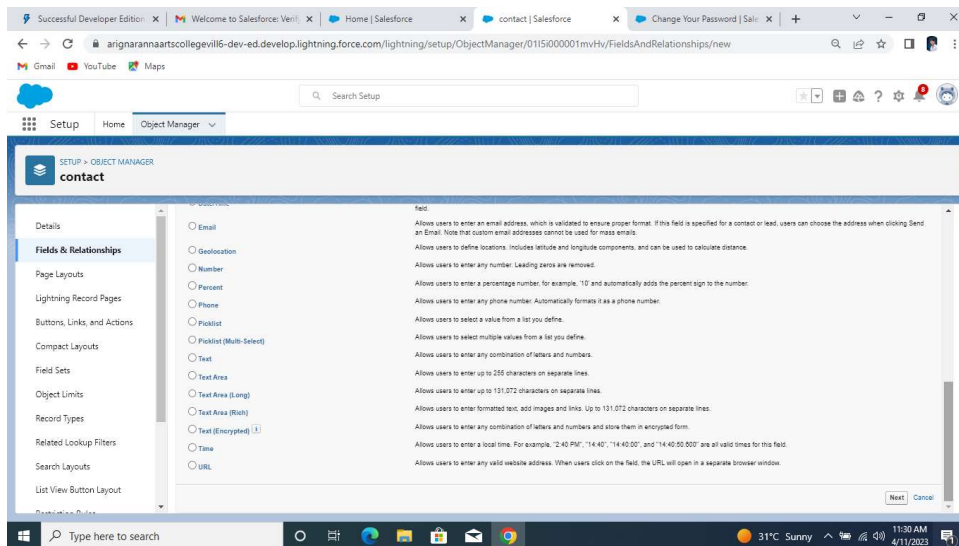
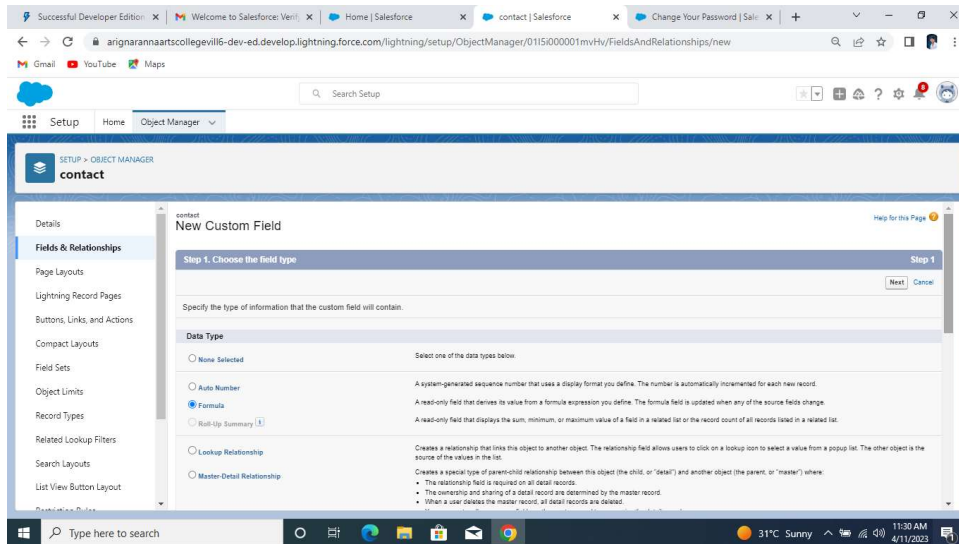
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Setup | Home | Object Manager

contact

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Triggers

Flow Triggers

Field Label: Account Website

Field Name: Account Website

Auto add to custom report type: ☒ Add this field to existing custom report types that contain this entity.

Formula Return Type

☒ None Selected

Select one of the data types below.

☐ Checkbox

Calculate a boolean value.
Example: $1000001 < \text{CloseDate}$

☐ Currency

Calculate a dollar or other currency amount and automatically format the field as a currency amount.
Example: $\text{CloseAmount} / \text{Amount} * \text{Rate}$

☐ Date

Calculate a date, for example, by adding or subtracting days to other dates.
Example: $\text{CloseDate} - 7$

☐ DateTime

Calculate a datetime, for example, by adding a number of hours or days to another datetime.
Example: $\text{Now} - \text{NOW()}/24$

☐ Number

Calculate a numeric value.
Example: $\text{Floor}(\text{CloseAmount} / 10)$

☐ Percent

Calculate a percent and automatically add the percent sign to the number.
Example: $\text{CloseAmount} / \text{Amount} * 100$

☐ Text

Create a text string, for example, by concatenating other text fields.
Example: $\text{Full Name} \& \text{Cellular} \& "X" \& \text{Email}$

☐ Time

Calculate a time, for example, by adding a number of hours to another time.
Example: $\text{Now} - \text{TIMEVALUE}(\text{NOW()}) + 1$

Type here to search

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11:33 AM
4/11/2023

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Setup | Home | Object Manager

contact

Details

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Triggers

Flow Triggers

New Custom Field

Step 1. Choose the field type

Specify the type of information that the custom field will contain.

Data Type

☒ None Selected

Select one of the data types below.

☐ Auto Number

A system-generated sequence number that uses a display format you define. The number is automatically incremented for each new record.

☒ Formula

A read-only field that derives its value from a formula expression you define. The formula field is updated when any of the source fields change.

☐ Roll-Up Summary

A read-only field that displays the sum, minimum, or maximum value of a field in a related list or the record count of all records listed in a related list.

☐ Lookup Relationship

Creates a relationship that links this object to another object. The relationship field allows users to click on a lookup icon to select a value from a popup list. The other object is the source of the values in the list.

☐ Master-Detail Relationship

Creates a special type of parent-child relationship between this object (the child, or "detail") and another object (the parent, or "master") where:

- The relationship field is required on all detail records.
- The ownership and sharing of a detail record are determined by the master record.
- When a user deletes the master record, all detail records are deleted.
- You can create roll-up summary fields on the master record to summarize the detail records.

The relationship field allows users to click on a lookup icon to select a value from a popup list. The master object is the source of the values in the list.

☐ External Lookup Relationship

Creates a relationship that links this object to an external object whose data is stored outside the Salesforce org.

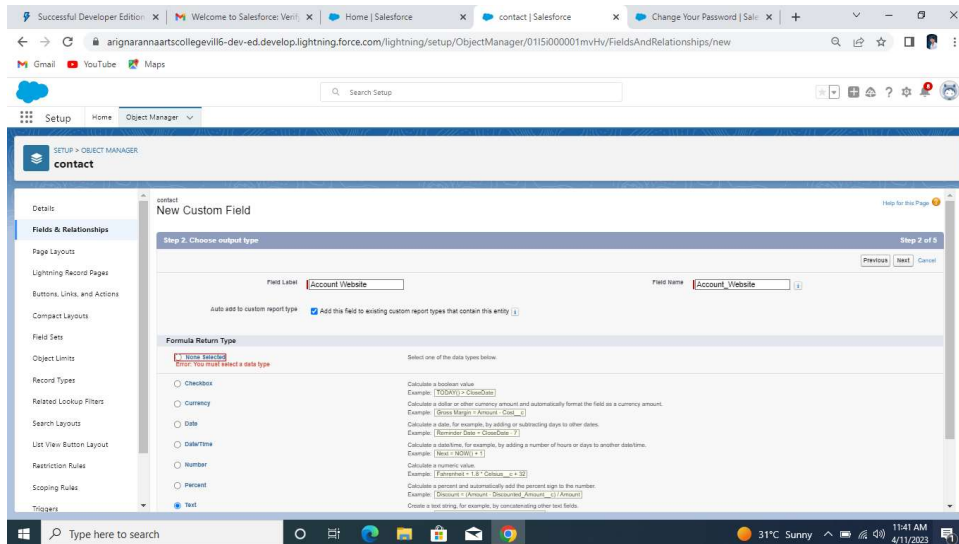
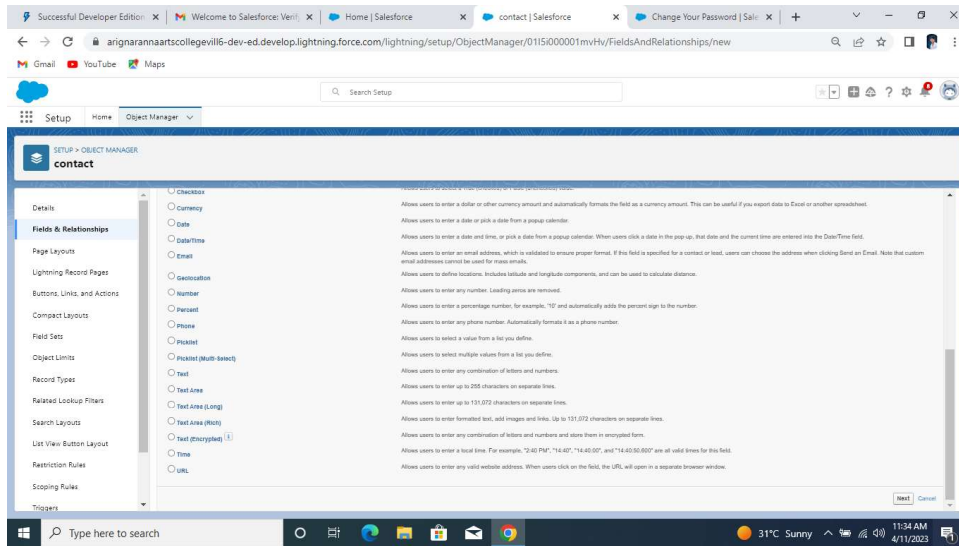
☐ Checkbox

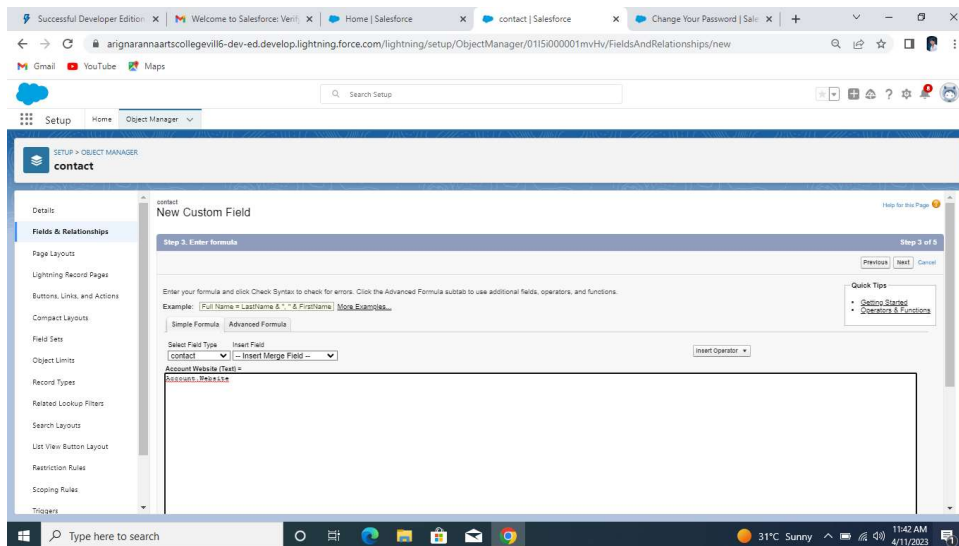
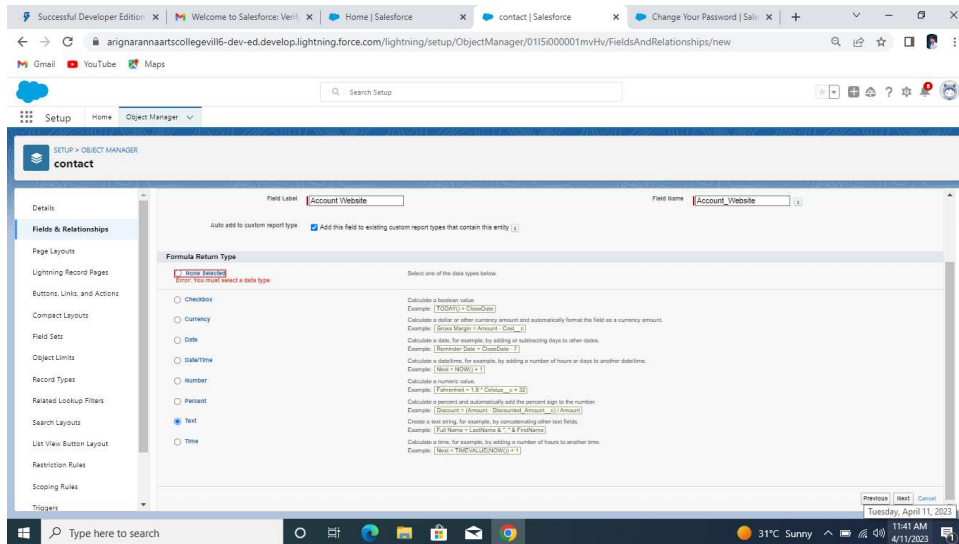
Allows users to select a True (checked) or False (unchecked) value.

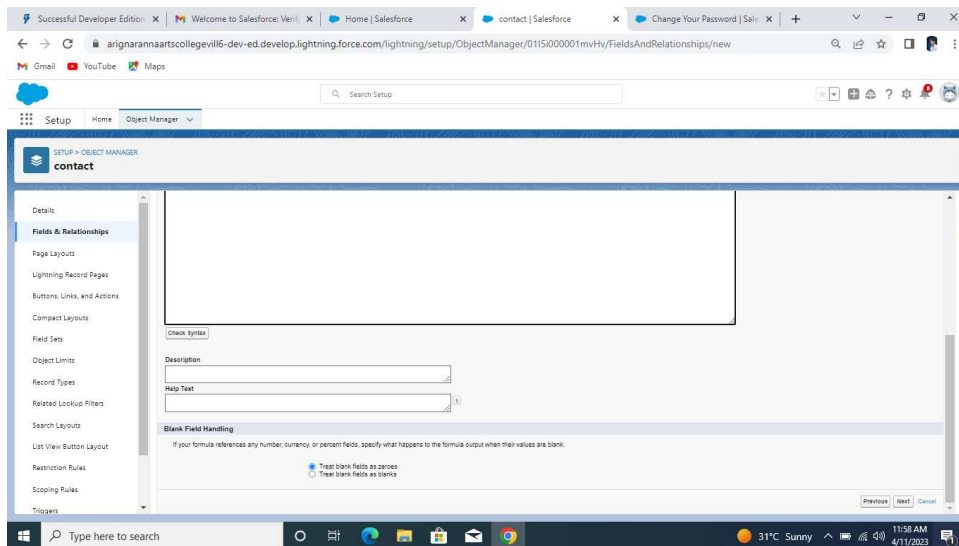
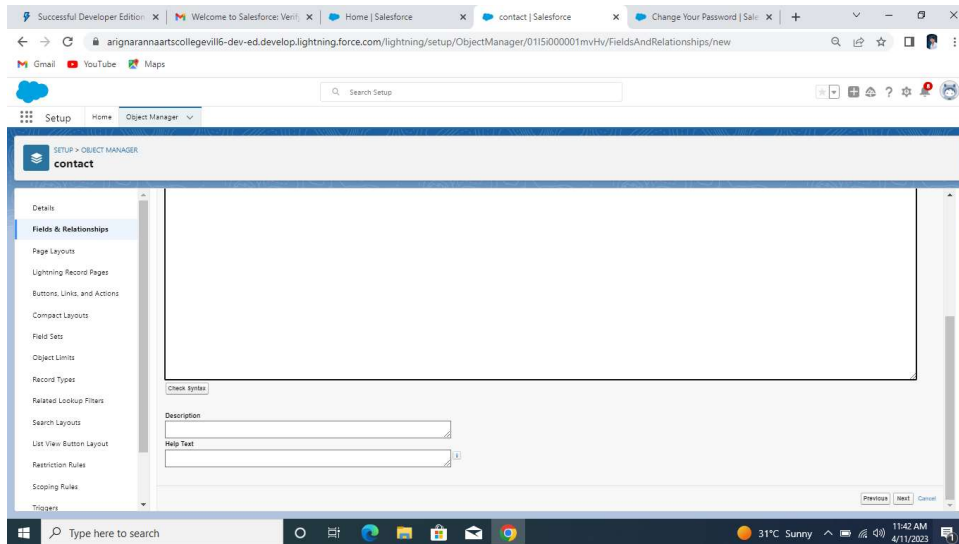
Type here to search

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11:34 AM
4/11/2023







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Search Setup

Setup Home Object Manager

report

Feature Settings

Analytics

Reports & Dashboards

Access Policies

Historical Trending

Report Types

Reporting Snapshots

Reports and Dashboards

Settings

Didn't find what you're looking for? Try using Global Search.

Report Types

New Custom Report Type

Step 1. Define the Custom Report Type

Step 1 of 2

Next Cancel

Report Type Focus

Specify what type of records (rows) will be the focus of reports generated by this report type.
Example: If reporting on "Contacts with Opportunities with Partners," select "Contacts" as the primary object.

Primary Object: Warehouses

Identification

Report Type Label: warehouse

Report Type Name: warehouse

Description: Note: Description will be visible to users who create reports.

Store in Category: --Select--

Deployment

A report type with deployed status is available for use in the report wizard. While in development, report types are visible only to authorized administrators and their delegates.

Deployment Status: ☒ In Development ☐ Deployed

Welcome to Salesforce: Verify you | Home | Salesforce | Report Types | Salesforce

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Search Setup

Setup Home Object Manager

repo

Feature Settings

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Deployment Status: ☒ In Development ☐ Deployed

Next Cancel

Welcome to Salesforce: Verify yo... x Home | Salesforce x Report Types | Salesforce x +

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Search Setup

Home Object Manager

Q repo

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Access Policies

Historical Trending

Report Types

Reporting Snapshots

Reports and Dashboards Settings

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Report Types

Custom Report Type

warehouse

Below is the information for this custom report type. You can click the buttons on this page to preview or update information for the custom report type.

Custom Report Type Definition		Report Type Category	
Report Type Label	warehouse	Report Type Category	Price Books, Products and Assets
Report Type Name	warehouse	Deployment Status	In Development
Description	12		
Created By	Abul ham	Modified By	Abul ham
	12/04/2023, 2:55 pm		12/04/2023, 2:55 pm

Object Relationships

Object Relationships Help

Warehouses (A)

Type here to search

35°C Sunny 2:56 PM 4/12/2023

Welcome to Salesforce: Verify yo... x Home | Salesforce x Report Types | Salesforce x +

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Search Setup

Setup Home Object Manager

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Report Types

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Reports and Dashboards Settings

Didn't find what you're looking for? Try using Global Search.

Report Types

Custom Report Type Definition		Report Type Category	
Report Type Label	warehouse	Report Type Category	Price Books, Products and Assets
Report Type Name	warehouse	Deployment Status	In Development
Description	12		
Created By	Abul ham	Modified By	Abul ham
	12/04/2023, 2:55 pm		12/04/2023, 2:55 pm

Object Relationships

Object Relationships Help

Warehouses (A)

Fields Available for Reports

Edit Layout Preview Layout

Source	Selected Fields
Warehouses	?

Type here to search

35°C Sunny 2:56 PM 4/12/2023

4. Trailhead profile public URL

Team lead Goutham.H <https://trailblazer.me/id/goutham93>

Team member 1-Ganesh.s <https://trailblazer.me/id/ganes779>

Team member 2-eniyavel.v <https://trailblazer.me/id/vip3546>

Team member 3-Gunalan.k <https://trailblazer.me/id/gkumar1013>

5. Advantages and disadvantages

Advantage,

1. Real-time visibility into all facets of your business
2. Elimination of many IT maintenance and integration costs
3. Heightened productivity as duplication of effort and conflicting responsibilities are eliminated
4. The possibility to avoid new hires for data management roles
5. Better communication among departments and more harmonized operations

Disadvantages,

Retailers should make investment in decoration of shop and display of goods to attract more customers. So, it requires more marketing or advertising cost than wholesalers.

It requires good selling skill to attract customers. Retailers should possess the art of good communication and convincing power to influence consumers.

6. Application

Retail management software is technology that helps business owners drive more sales with applications that include point of sale features, inventory management, retail customer relationship management and more. These solutions often include hardware for payment terminals and can support mobile device.

7. 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.

You have been introduced to some of the key areas of marketing communications – the message, the media and the communication tools. You have considered the basics of the communication model that underpins the development of marketing communication messages. You have also explored what it takes to develop a communication message, how to use communications to build a brand and the characteristics of the different media that might carry marketing communications. In addition, you have identified a range of communication tools which make up the marketing communication mix.

The course has also aimed to introduce the importance of marketing and communication from a retail perspective.

7. 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.