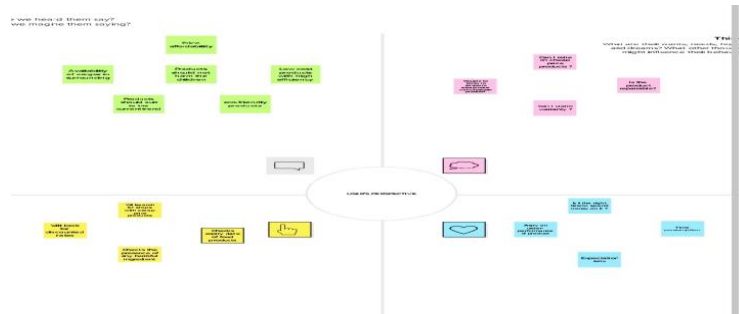


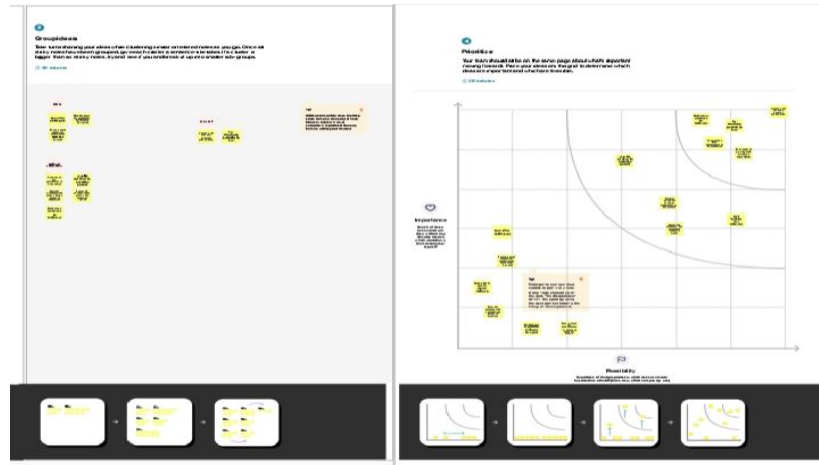
1 INTRODUCTION

CRM (Customer Relationship Management) applications for Retail Management are software systems designed to help warehouses to maintain the stocks availability and products. These applications allows us to collect and analyze data about the product for the maintenance of stocks availability.

Customer Relationship Management (CRM) applications for Retail Management serve the purpose of monitoring stock availability directly by the owner. These applications lets us to store customer and prospect contact information,Identify Sales Opportunities.

2.1 Empathy Map

[illegible]



3 RESULT

3.1 Data Model:

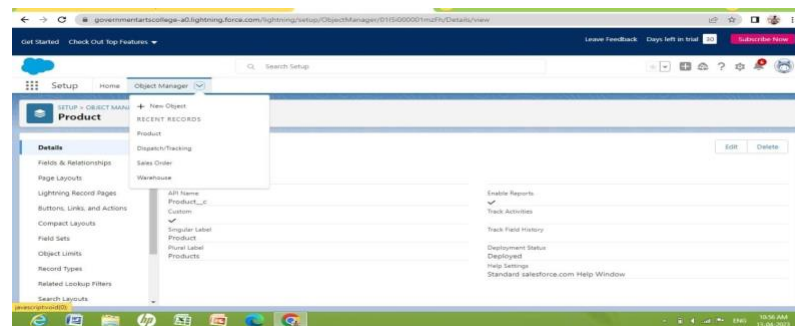
Object name	Fields in the Object	
Dispatch/Tracking		
	Field Label	Data type
	Dispatched	Checkbox
	Expected Date of Delivery	Checkbox
	Tracking Id	Checkbox
	Sales order	Checkbox

3.2 Activity and Screenshot

MILE STONE 1-OBJECT CREATION

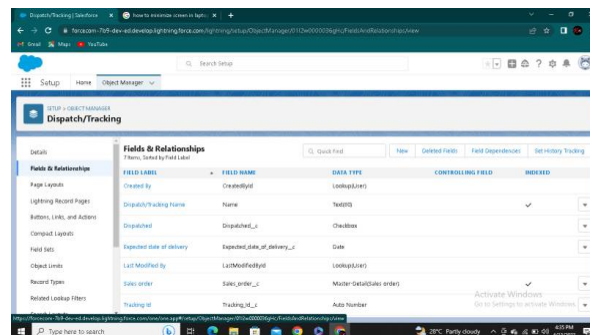
(Products, Warehouse, Sales order, Dispatch/tracking)

Dispatch/Tracking:



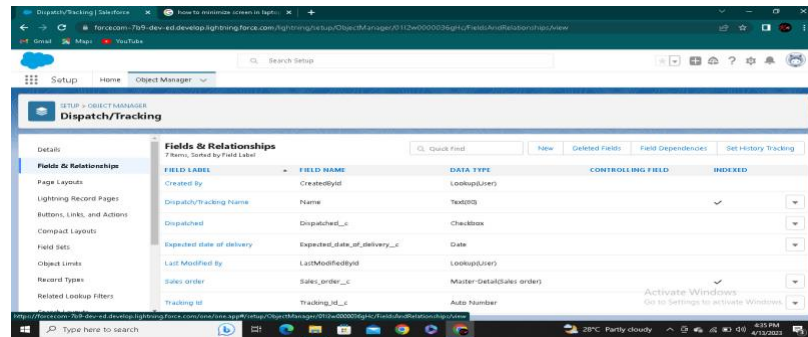
MILE STONE 2 - Creation fields on Dispatch/Tracking:

1. Dispatched
- 2.Expected date of delivery
- 3.Tracking ID
- 4.Sales order



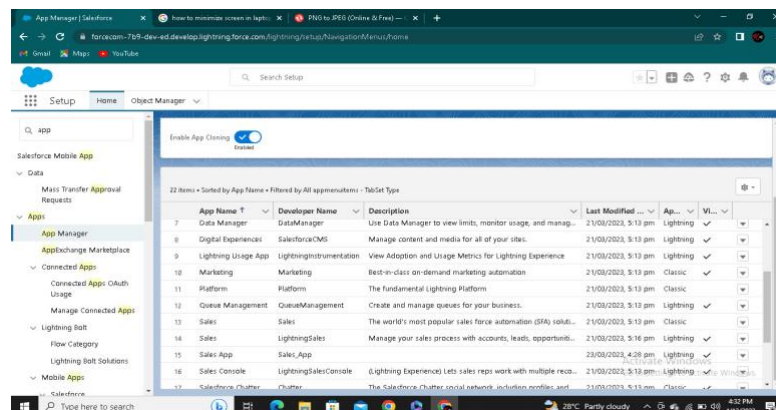
MILESTONE 3 - Activity 1:

Creation of relationships between objects:



MILE STONE 4: ACITIVITY-1

Creation of Application: SALES APP



MILE STONE 5: LAYOUTS

ACITIVITY-1

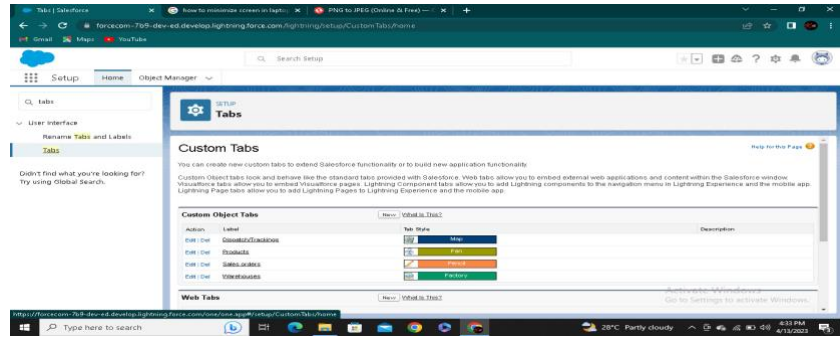
Creation of custom tabs

1. Dispatch/Tracking

2.Products

3.Sales order

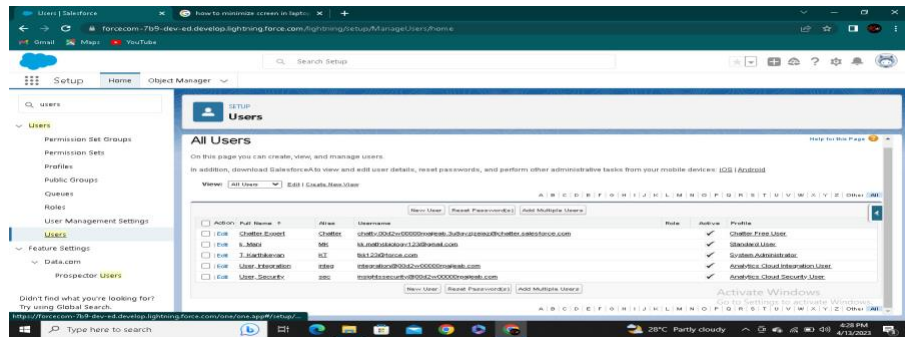
4. Warehouse



MILE STONE 6: USER

Activity -1

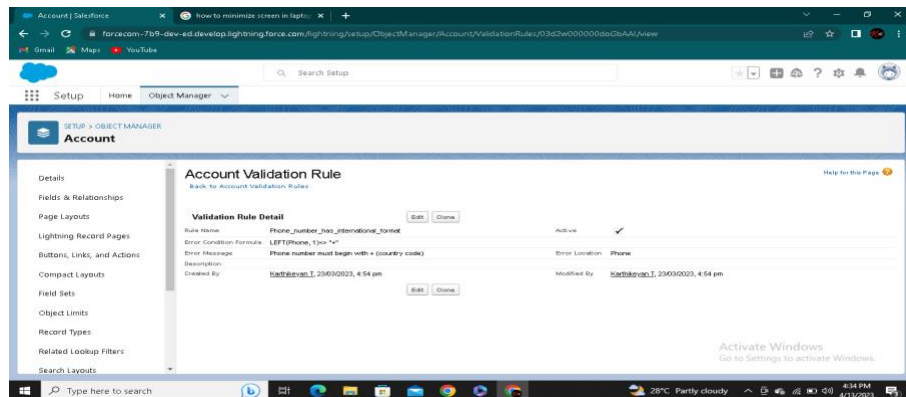
Creation of user



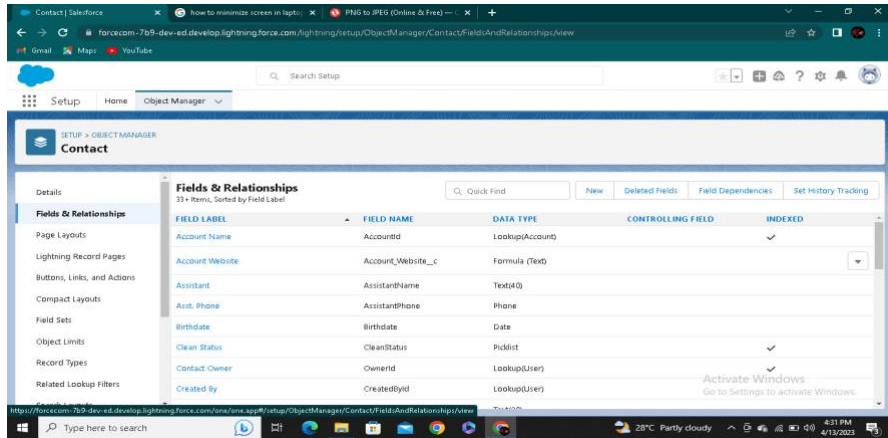
MILE STONE 7:

Activity 1:

Creation of validation rules:



Activity-2 :Cross Object Formula



MILE STONE 7:REPORTS

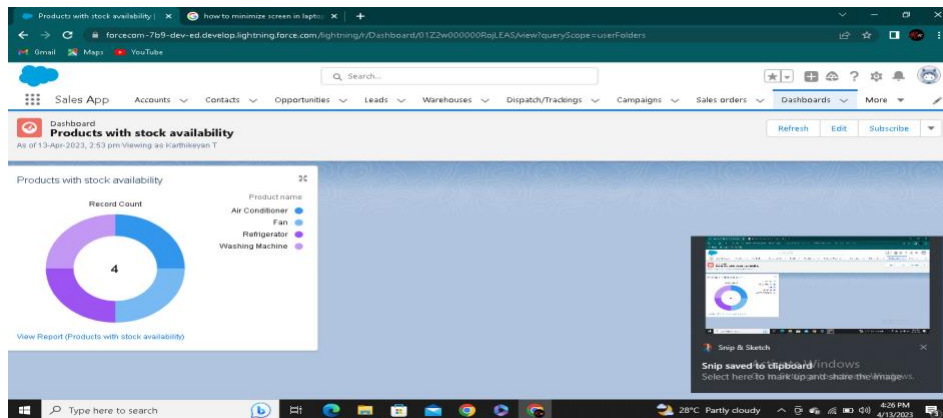
The report displays the product, Warehouse names, stock available

The screenshot shows the Salesforce Reports interface for the 'Products with stock availability' report. The report is displayed as a table with columns: Product name, Warehouse, and Stock available. The data is grouped by product name, with subtotals for each product. The products listed are Air Conditioner (1), Fan (1), Refrigerator (1), and Washing Machine (1). The warehouses listed are Hyderabad, Kolkata, Chennai, and Mumbai. The stock available for each product is 1. The total stock available is 4.

Product name	Warehouse	Stock available
Air Conditioner (1)	Hyderabad	1
Subtotal		1
Fan (1)	Kolkata	1
Subtotal		1
Refrigerator (1)	Chennai	1
Subtotal		1
Washing Machine (1)	Mumbai	1
Subtotal		1
Total (4)		4

MILE STONE 8 : DASHBOARD

The dashboard is to present the report in a chart .



4 Trailhead Profile Public URL

KARTHIKEYAN T (TEAM LEAD) -

<https://trailblazer.me/id/matkk>

FEDAL CASTRO R -

<https://trailblazer.me/id/fcastro20bma123>

4 ADVANTAGES

- Improved Stock Maintenance
- Streamlined Processes
- Data Analytics
- Liability on products to customers

4 DISADVANTAGES

- Cost
- Complexity
- Data privacy
- Resistance to change
- Overemphasis on metrics
- Risk of data silos

5 APPLICATION

- Stock Maintenance
- Customer Database
- Product Availability
- Warehouse Maintenance
- New stocks Management

6 CONCLUSION

CRM applications for retail management provides good relationship between customers and service providers. As the customers and service providers are meeting in person, they can understand each other's needs and look for products of their preference. This will help service providers to retail customers. This application helps customers to collect good products on their own needs. The customers need not wait for the products to arrive at their home as in online selling. This helps the owners of the warehouse to directly check the stock availability. It quickly generates the sales order receipts and helps service providers to have complete picture of stock and product Availability in the different types of charts in dashboard.

7 FUTURESCOPE

The scope of CRM includes a wide range of activities, from managing customer contact information to developing personalized marketing campaigns. In order to be effective, CRM must be tailored to the specific needs of each business. As such, the scope of CRM can vary greatly from one company to the next. It becomes ease of access to go through all tabs like reports and dashboard for the updation in the stock and product Availability.