

SETUP

New Custom Object

The singular and plural labels are used in tabs, page layouts, and reports

Label Example: Account

Plural Label Example: Accounts

Starts with vowel sound ☒

The Object Name is used when referencing the object via the API

Object Name Example: Account

Description

Context-Sensitive Help Setting

☒ Open the standard Salesforce.com Help & Training window
☐ Open a window using a Visualforce page