

Case Study: Sales Management System for a Retail Company

Background:

A growing retail company, "SalesPro Retailers," is experiencing challenges in managing sales processes, inventory tracking, and customer interactions. The company aims to implement a Sales Management System (SMS) to streamline sales operations, optimize inventory, and enhance customer relationship management.

Requirements:

Products:

- Each product has a unique product code, name, description, category, price, and quantity in stock.
- Track the quantity sold, restocked, and reorder points for efficient inventory management.

Customers:

- Customers are registered with a unique customer ID, name, contact information, and address.
- Capture customer purchase history and preferences.

Sales Representatives:

- Each sales representative is identified by a unique employee ID, name, and contact details.
- Associate each sales representative with specific sales transactions.

Sales Transactions:

- Capture details of each sale, including a unique transaction ID, date, time, customer ID, and sales representative ID.
- Associate each transaction with the products sold and calculate the total amount.

Promotions and Discounts:

- Implement promotional campaigns and discounts for specific products or customer segments.
- Track the effectiveness of promotions and discounts on sales.