1 INTRODUCTION

1.1 Overview

Retailing encompasses the business activities involved in selling goods and services to consumers for their personal , family, or household etc. A CRM product owner has requested to create two applications, one is a sales app for sales reps to use this application and store customers data and the second application is service app for service reps/agents to provide support to customers in dealing cases.

I

1.2 Purpose

* Sales force can be used to manage orders from retail stores and distributors including tracking orders, processing , payments, and managing inventory levels.

* We provide a wide range of services that can be tailored around retail sales force management to help organization achieve their goals and focus on custom needs.

2 Problem Definition& Design Thinking

2.1 EMPATHY MAP

2.2 Ideation & Brainstorming Map
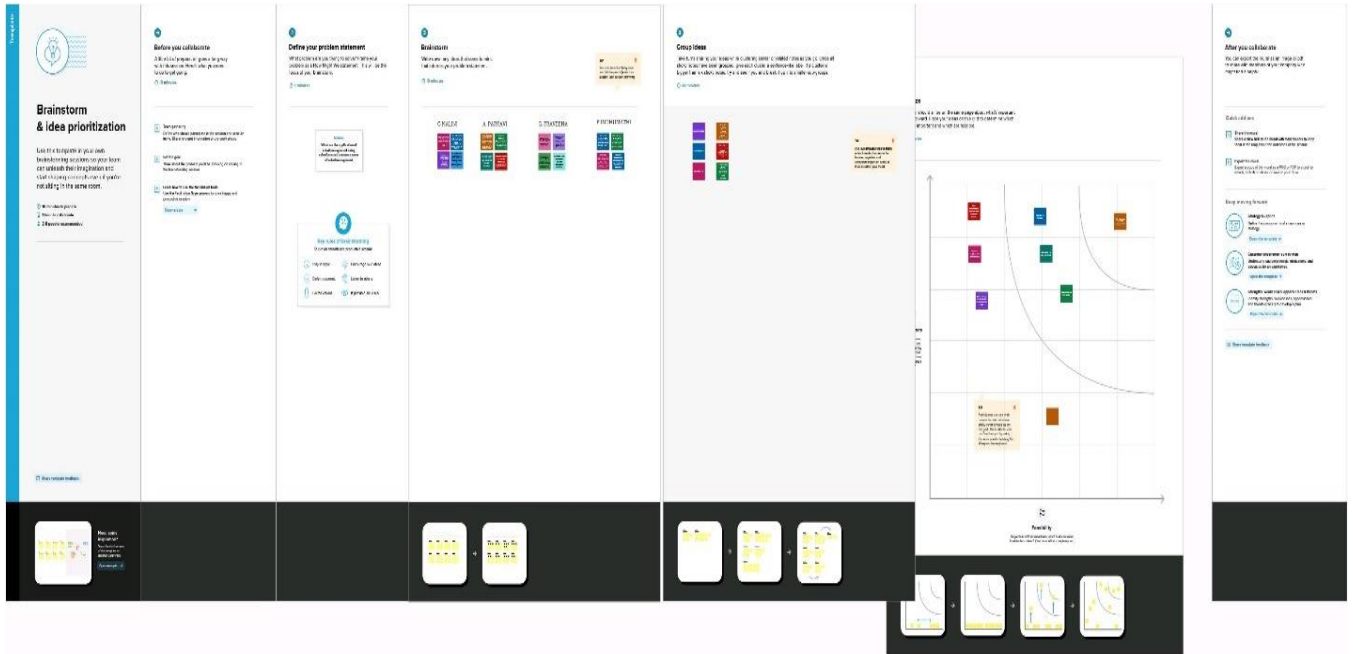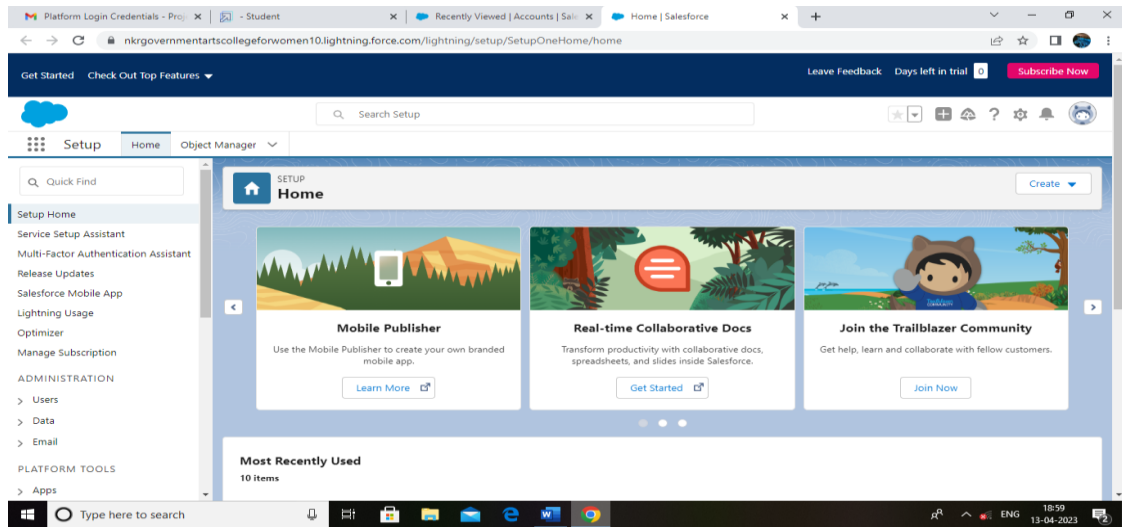

PastetheIdeation&brainstormingmapscreenshot

3 RESULT
2.1 DataModel:

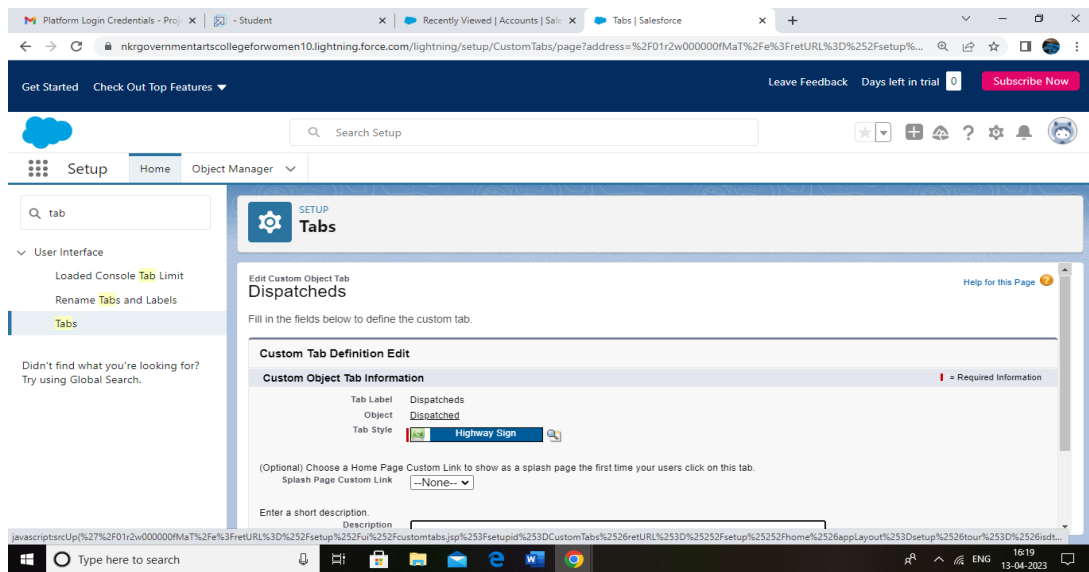| Object name	Fields in the Object	
Dispatch/tracking	Field label	Data type
	Tracking id	Text
	Dispatched	Text
Validation rules	Field label	Data type
	Account	Formula
	Contact	Formula

2.2 Activity & Screenshot

Milestone-1:
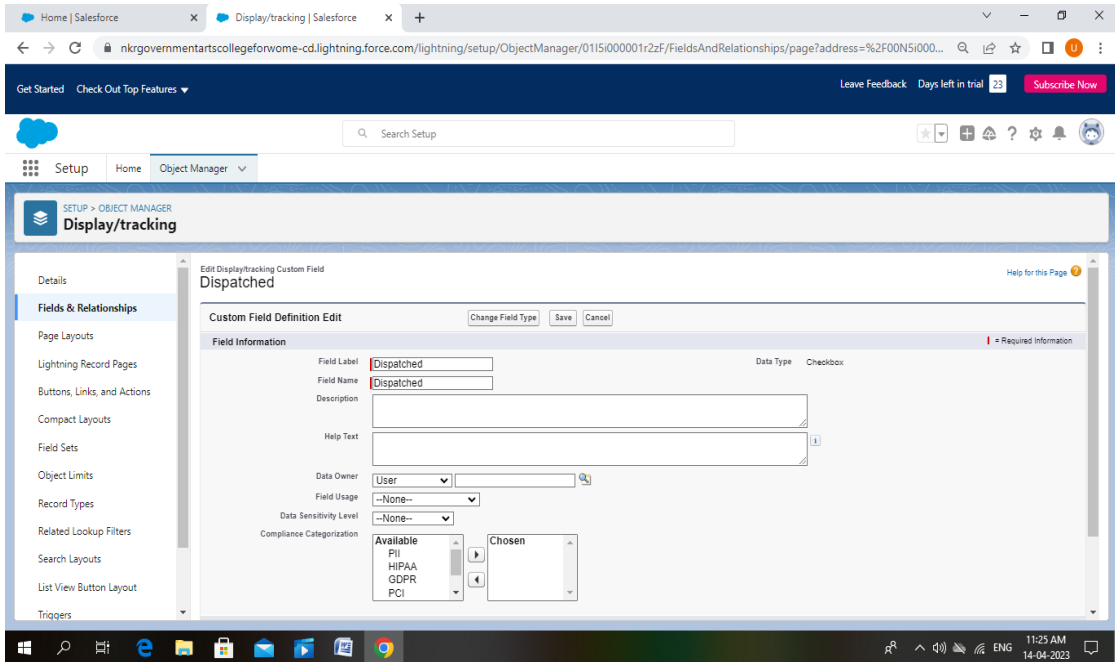Login to Your Sales force Account

Milestone-2

Activity 1

Creation of object Dispatch/Tracking

Activity-2

Fields available on Dispatch/tracking
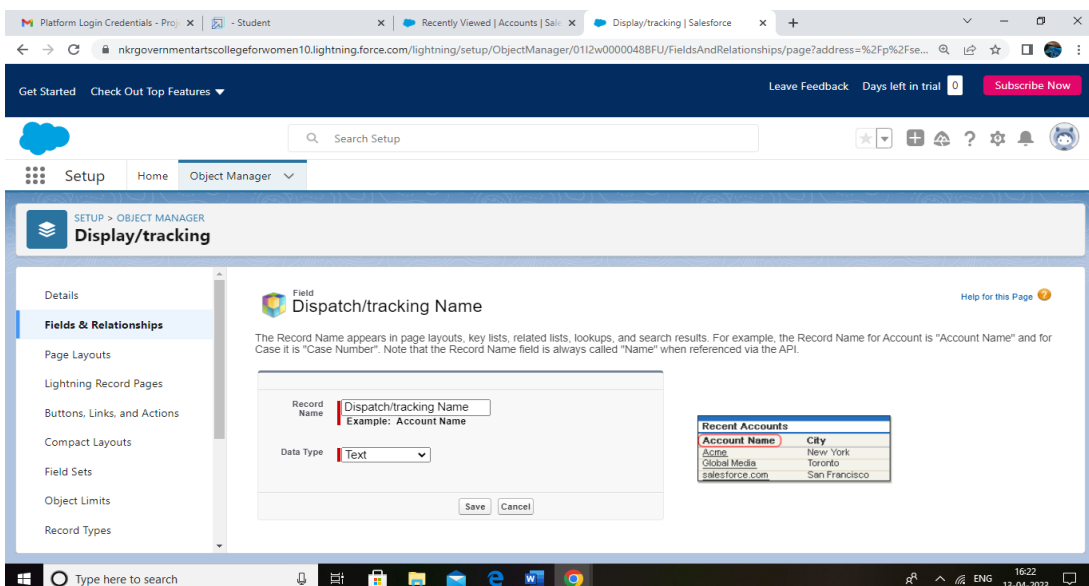
Milestone-3

Relationship b/w objects:

Activity-1:
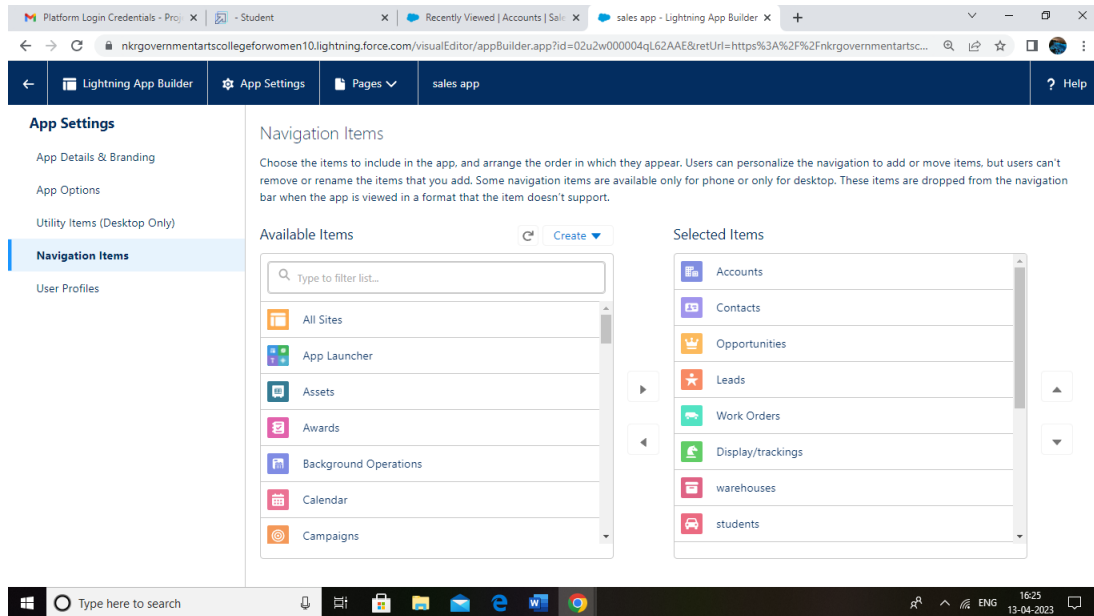
Creation of relation between objects

Milestone-4
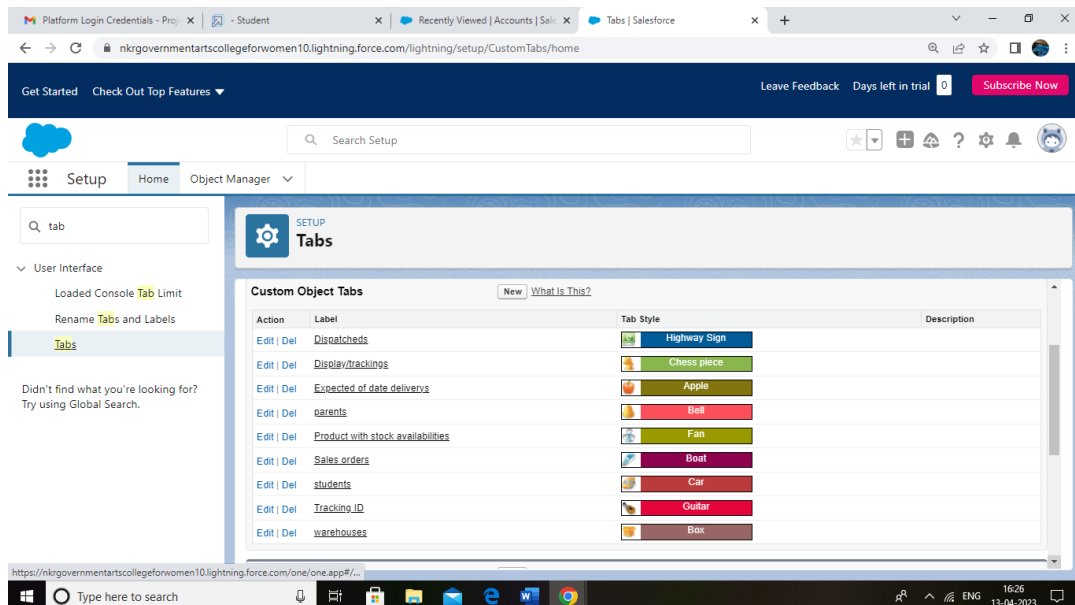
Application:

Activity-1

Creation of application

Milestone-5
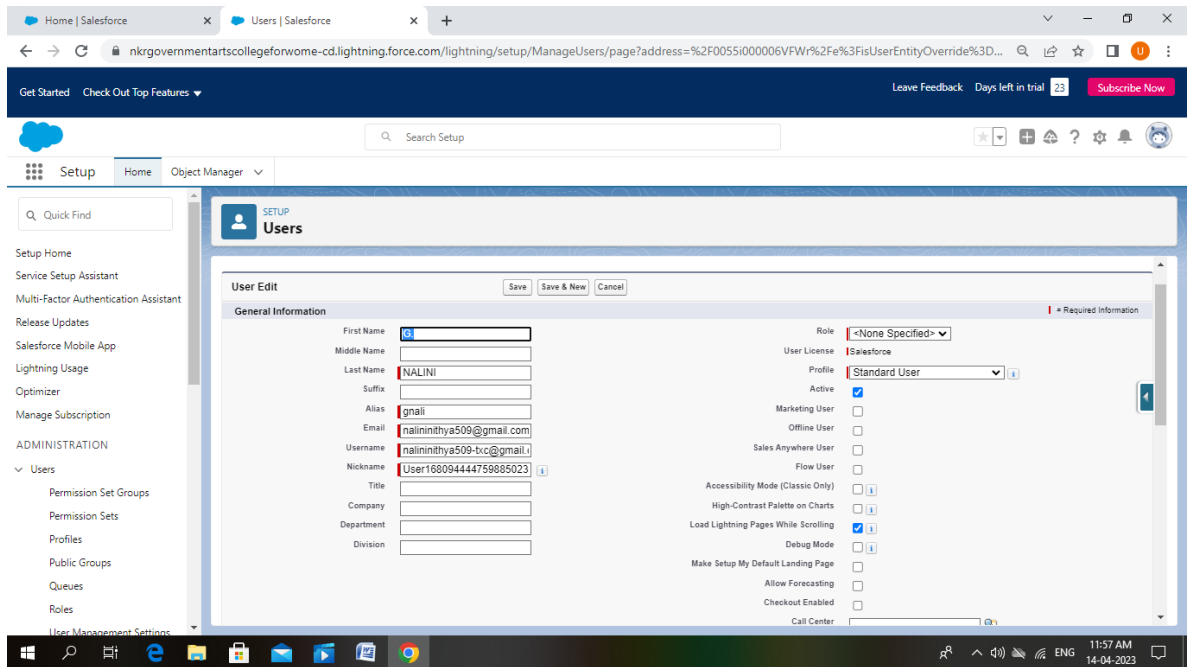
Layouts:

Activity-1

Creation of custom tabs

Milestone-6
User:

Activity-1
Creation of user

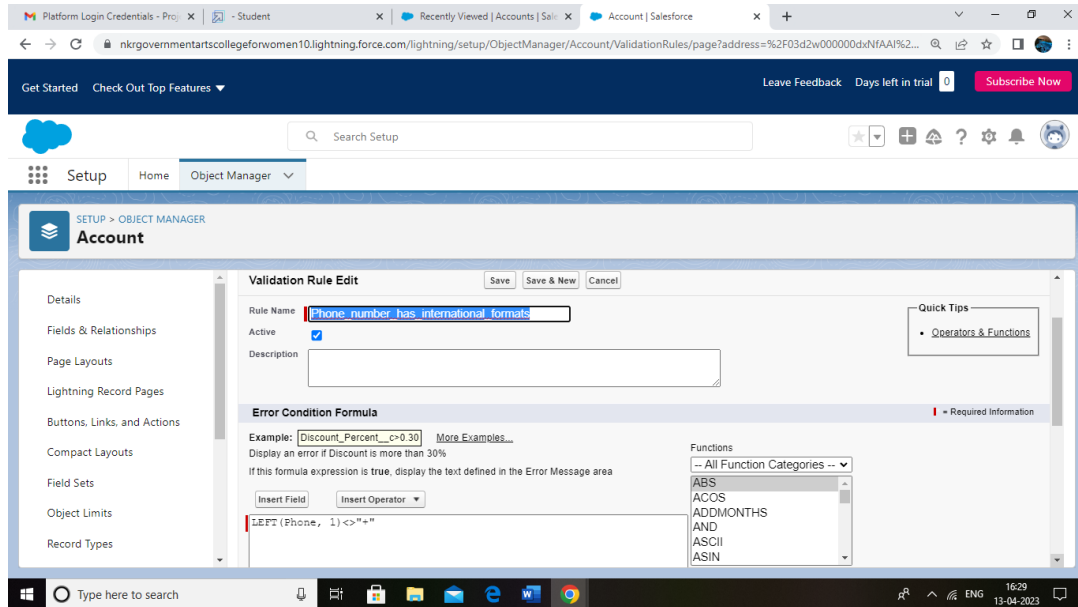

Milestone-7
Validation Rules:

Activity-1:
Creation of validation rule

Activity-2:
Creation of cross object formula
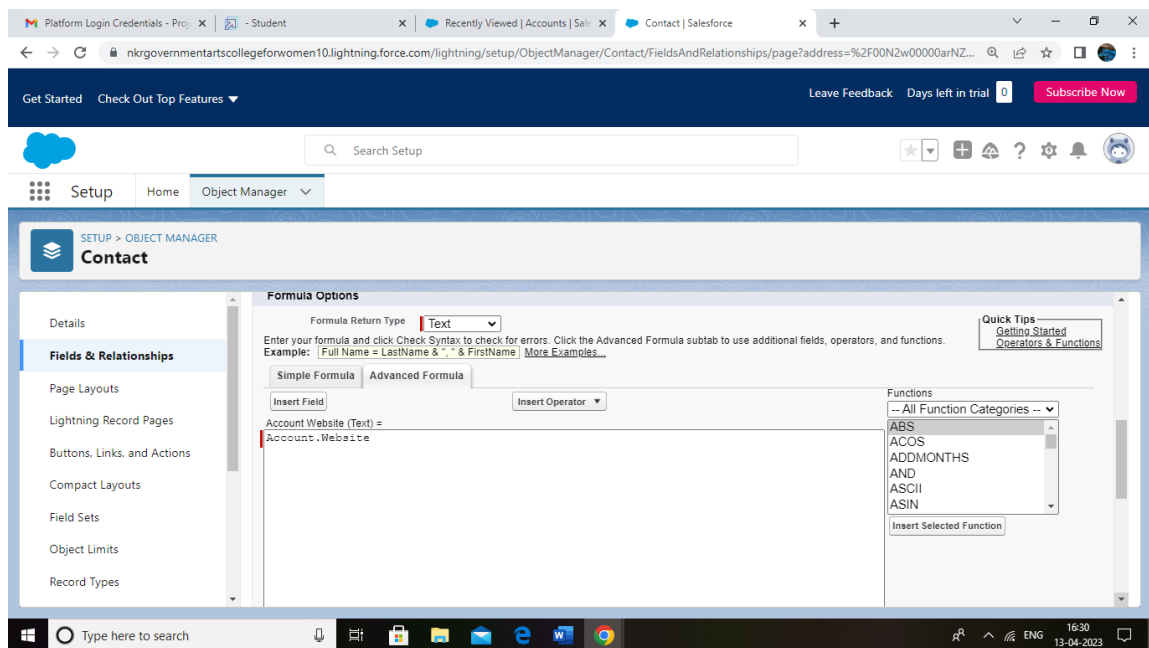
Milestone-7
Reports

Activity:
Creation of report

Milestone-8

Dashboards:

Activity

Creation of Dashboard

3   TrailheadProfilePublicURL

Team Leader   :https://trailblazer.me/id/unalinig

Team Member 1:https://trailblazer.me/id/aparkavi

Team Member 2:https://trailblazer.me/id/cpravin1

Team Member 3:https://trailblazer.me/id/pindhumathi

5 ADVANTAGES&DISADVANTAGES

ADVANTAGES

- **Requires less capital**
- **More profit margin than wholesalers**
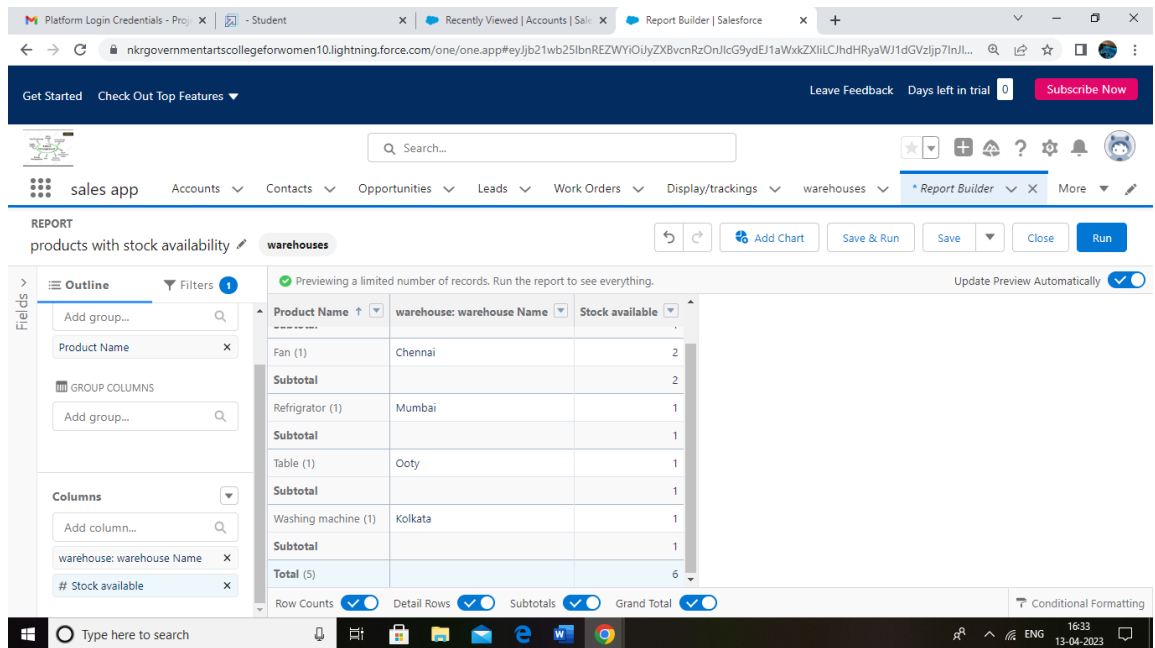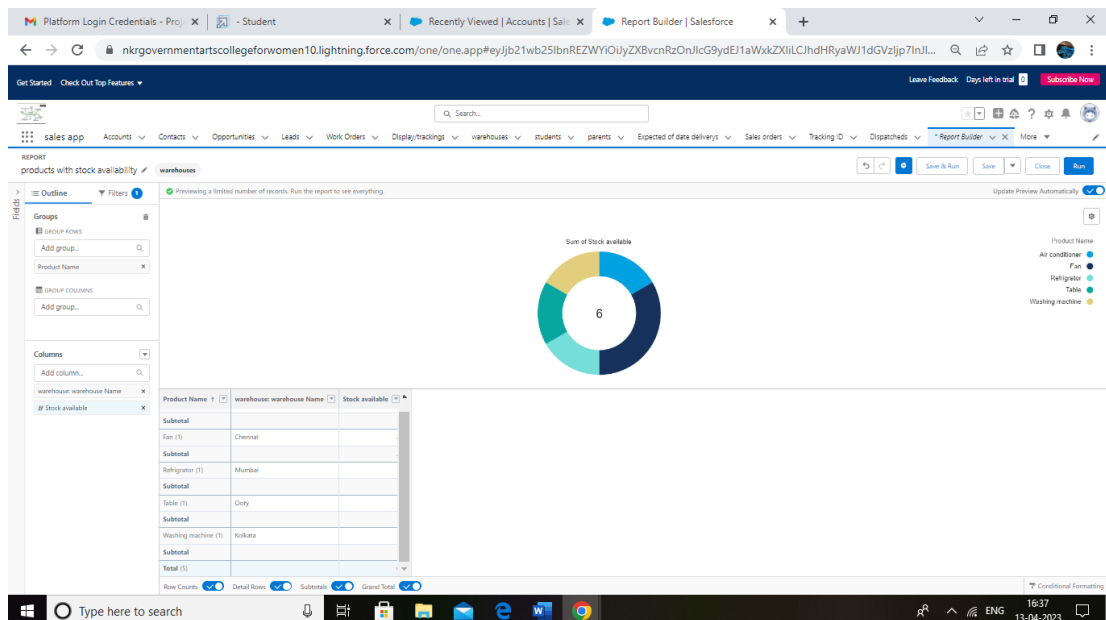- **Better customer relation**
- **Credit facility**
- **No liability towards the buyers**

DISADVANTAGES

- **More marketing coasts**
- **Requires Good selling skill is required**
- **High competition**
- **No benefit of bulk buying**

6 APPLICATIONS

* It helps to store custom data which the retailer can then use to reach out of customers.

* Through email with personalized offers or with mail offers.

* When at the check –out process retailers can search up the customers information to make their experience efficient and quick.

7 CONCLUSION

* Retailing thus enjoys many unique features inefficiency in retailers leads to lower profitability of the retailers and lower service outputs for consumers.

* Steps to strengthen the position of the retailing industry must be taken. Such steps may include establishment of retailers cooperatives, merger and buyout.

* Use of technology to the greatest possible extent , setting up of non-store retailing centers and increase in franchise network.

8 FUTURE SCOPE

* The future of retail will feature a high level of online penetration. The best suppliers will establish direct to consumer relationships , where retailers will no longer save as the gatekeeper to the customer.

* Retailing has a very wide scope. It is one of the fastest growing

industries in India and is providing employment opportunities to many people with the increase purchasing power of the people.