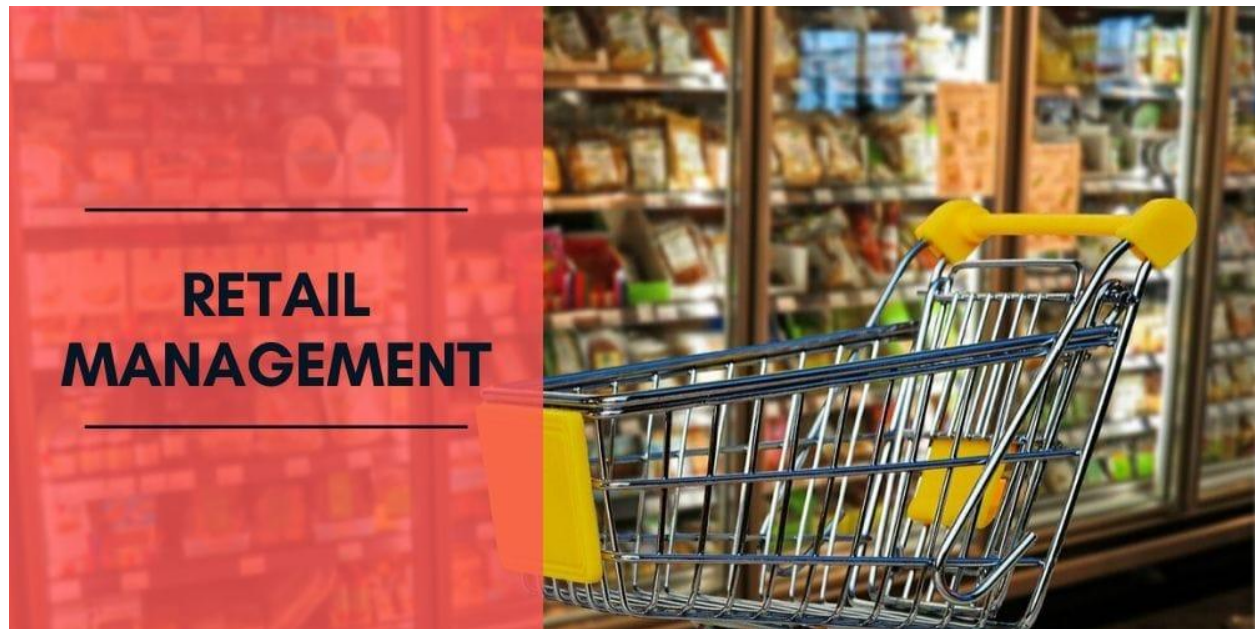


RETAIL MANAGEMENT APPLICATION USING SALESFORCE (DEVELOPER)



Retail Management:

Retail Management refers to the process of helping customer find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfil a customer's needs. A good store manager helps customers leave the store with a smile.

Advantages Of Retail Management:

- Streamlined Operation
- Real-time insights
- Enhanced Customer Experience
- Integration Capability
- Scalability
- Mobile Accessibility

Disadvantages Of Retail Management

- Implementation Complexity
- Cost
- Training and Adoption
- Data Security Concerns
- Dependency on Salesforce
- Customization Limitation

Features/Characteristics Of Retail Management:

- Direct interaction with Customers
- Point-of-purchase Display and promotion
- Lower average amount of sales transaction
- Location/large numbers of retail business units



1. **Sales Tracking:** Allows tracking of sales activities ,deals and customer interaction in real-time

2.Inventory Management: Helps manage stock levels ,restocking and automates inventory updates.

3.Order Processing: Facilitates seamless order management and fulfilment processes.

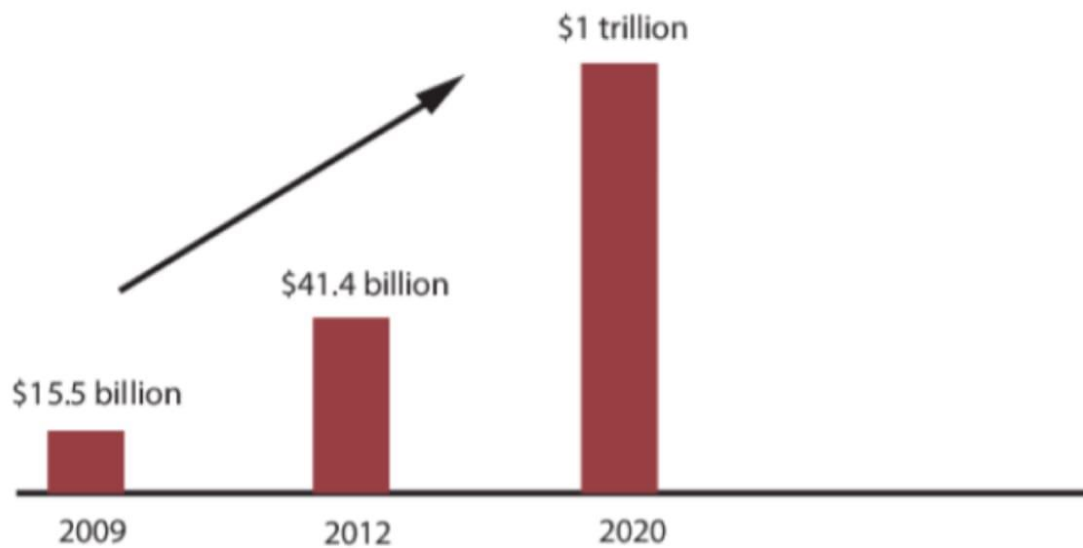
4.Loyalty Program Integration: Incorporates loyalty programs to incentivize repeat purchases and retain customers.

5.customer Relationship Management (CRM): Enables retailers to better understand and engage with their customers, improving personalized interaction.



6.Mobile Compatibility: Enables sales representatives to access data and functionalities on-the-go

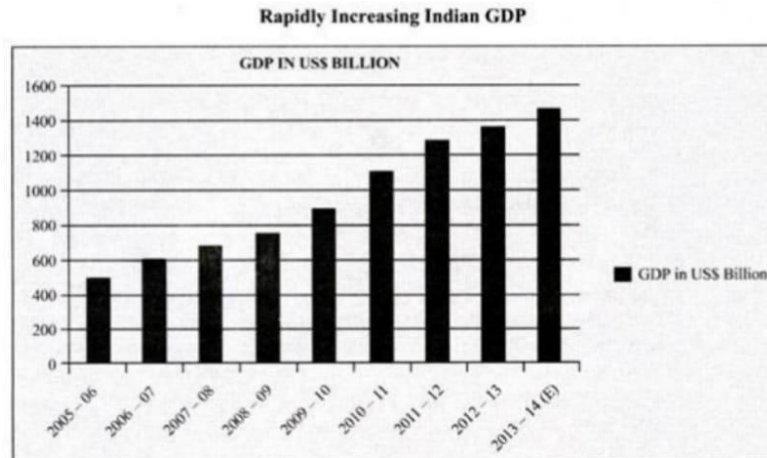
Growth of Organized Retail in India



Reason for the Growth of the Retail industry:

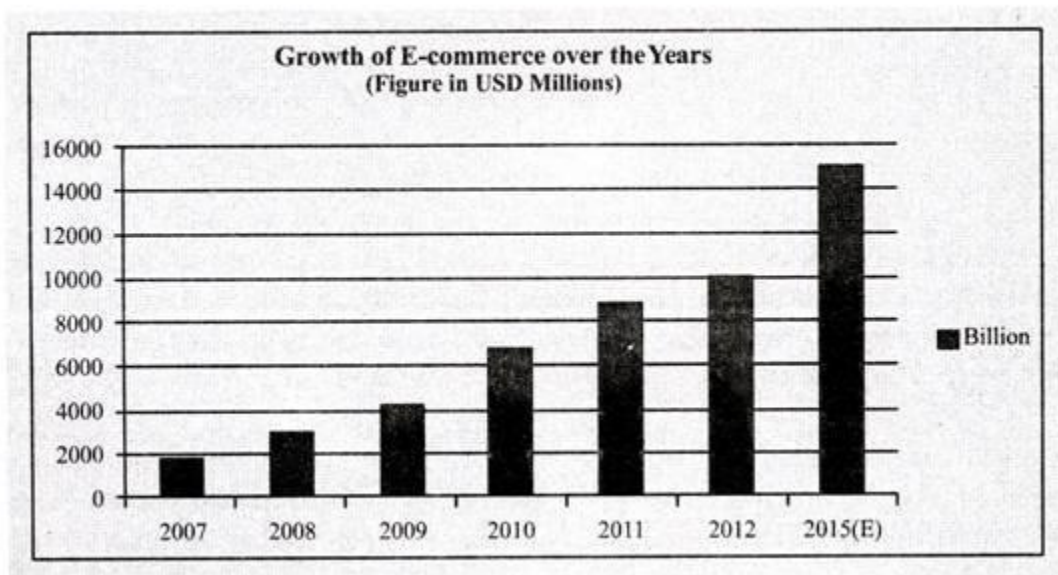
- New business opportunities
- FDI retail
- Fast changing Indian consumer
- Availability of skilled Labour
- Low cost of Operations

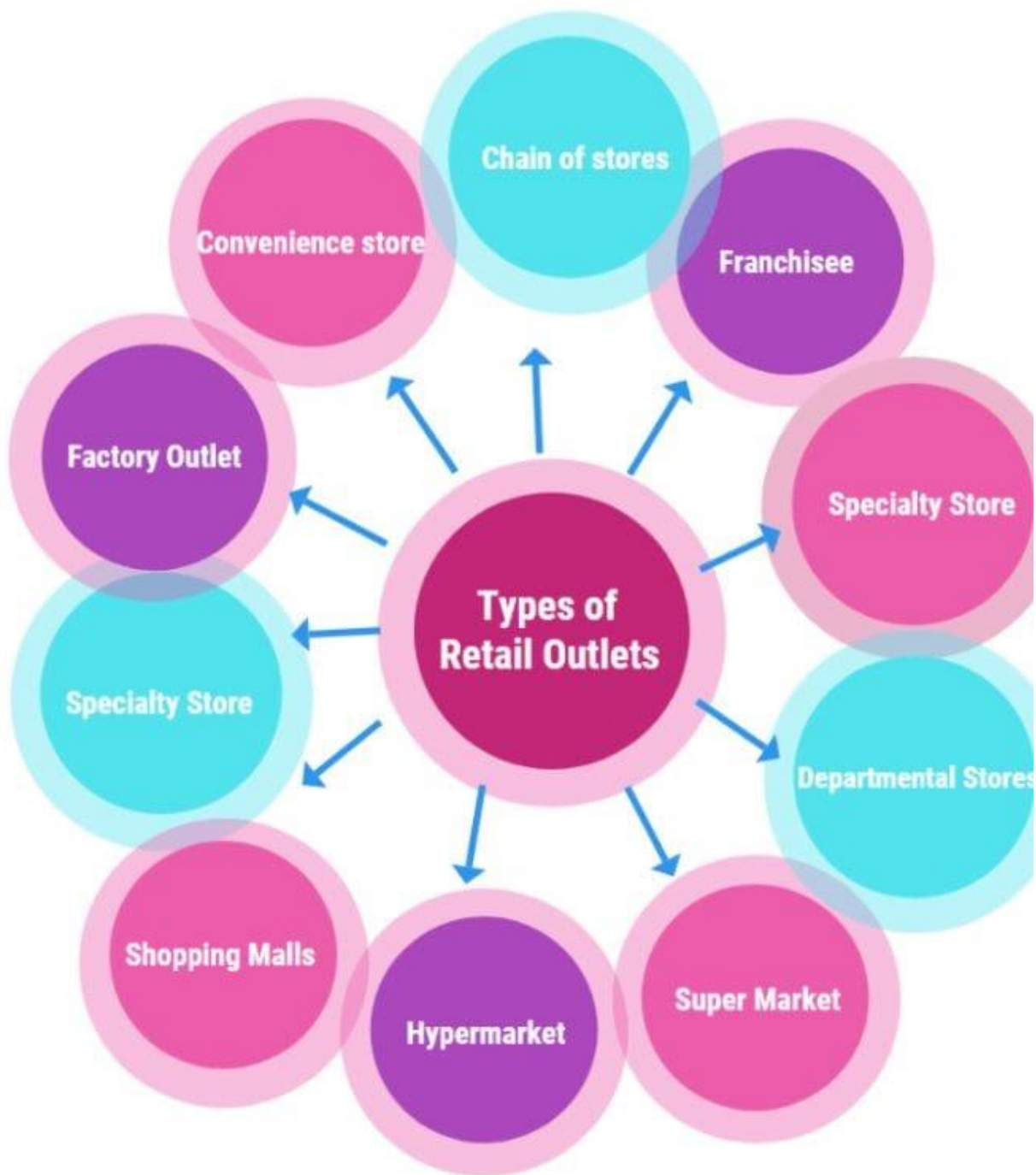
- Increased disposable Income



- E-Commerce

Figure 1.23
Trends in E-Commerce





Convenience store: This is located close to residential areas so as to make easy access to the customers. It offers a limited range of products like groceries ,daily needed FMCG products etc.



Chain of stores: A single establishes a chain of stores with it's executive's store design and often offers certain special goods & services all chains have exclusive selling & promotional plan.



Franchisee: This is the best way to enter into the retail sector. In this type of retail outlet the store is owned & operated by individuals on behalf of & is licensed by a big supporting organization



Speciality store: A specialty store is a shop that caters to one specific market. Examples of specialist stores include camera stores, pharmacies, stationers, and bookstores. In other words, a shop that specializes in one breed of products.



Departmental Store: Departmental stores have various departments like cosmetics, stationaries, clothing, food products, etc under one room.



Super market:



Nilgiri's
1905

Dairy / Bakery / Staples

Conclusion:

- A store's layout displays the overall image of the store and create the perception that customers have about the store's environment .The image of the store not only attracts customers, but it also causes them to purchase goods while shopping there.
- A well-planned retail store layout allows a retailer to maximize the sales for each square foot of the allocated selling space within the store.it is the key strategy to a store's prosperity.