

Retail Management Application

1. INTRODUCTION

1.1 overview

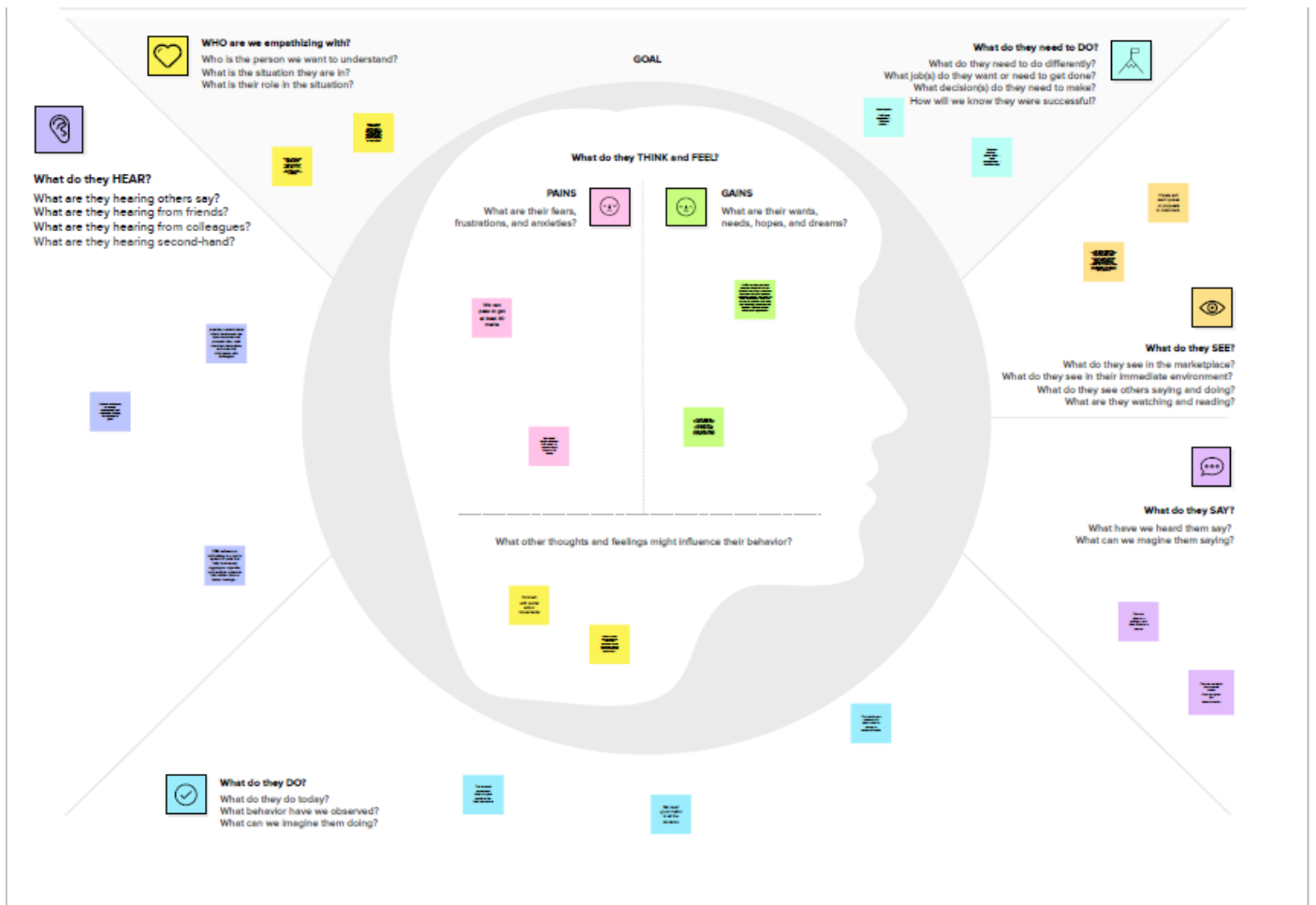
A retail management system (RMS) is a platform that combines several modules to aid in the day-to-day operation of a retail store or chain, such as managing and buying inventory, checking out customers, scheduling employee shifts, keeping track of finances, etc.

1.2 purpose

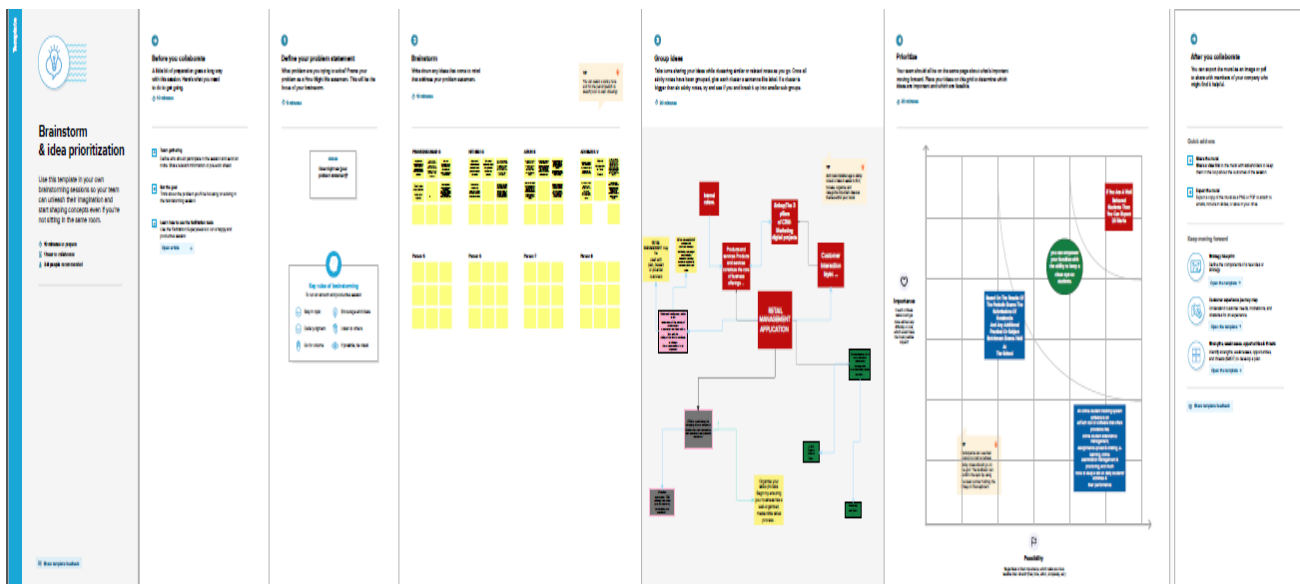
Retail management optimizes internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources. Retail management improves overall company cohesion. Retail store management improves customer experience and boosts customer satisfaction.

2. Problem Definition & Design Thinking

2.1 Empathy Map Canvas



2.2 Brainstorming & Idea Prioritization Template



3. Result

3.1 Data Model

Object Name	Fields in the Object		
Dispatch(or)Tracking	Field label	Data type	
	Display	Checkbox	
	Fields and relationship	Master detail relationship	
	Contact	Formula	

3.2 Activity & Screenshot

(Milestone-1:OBJECT)

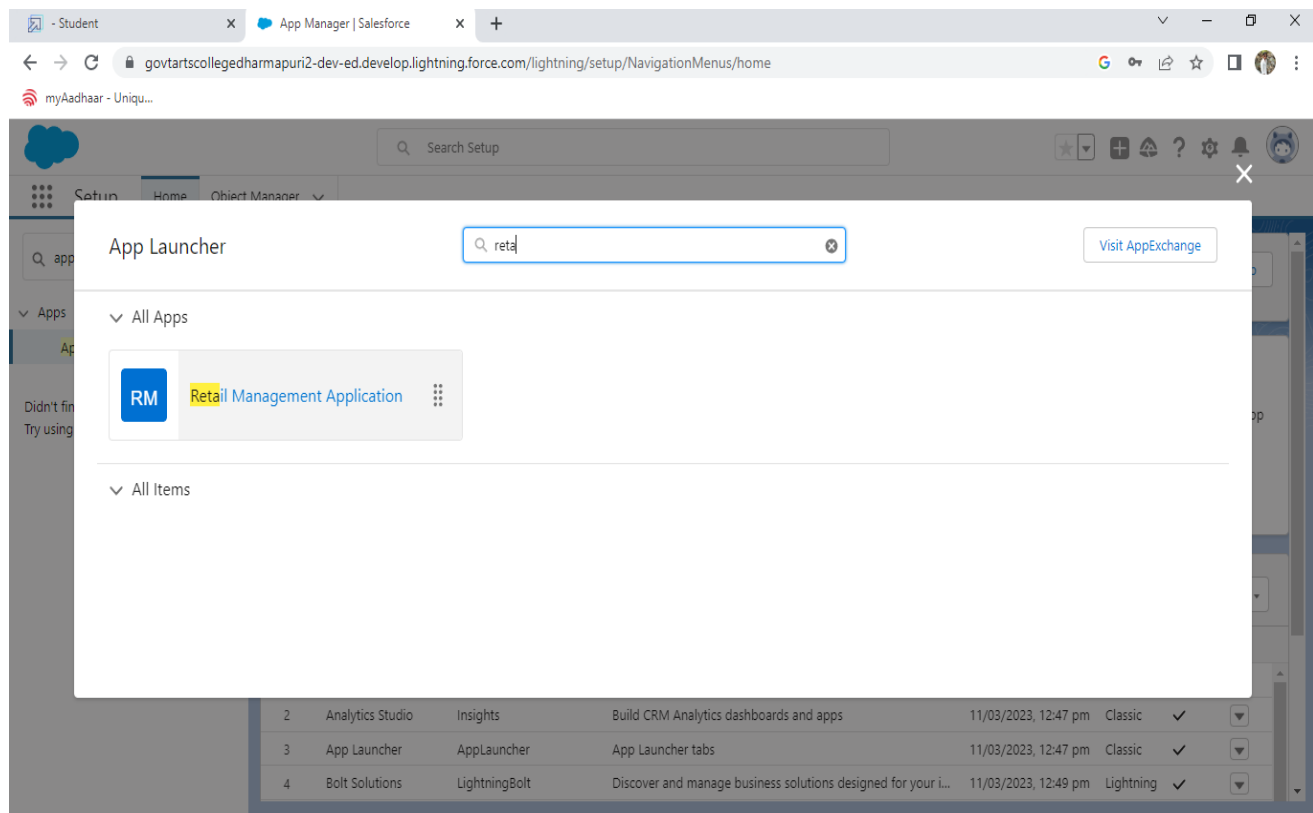
Creaton of [Dispatch/Tracking](#) Object

Activity-1 : Create Dispatch(or)Tracking

The screenshot shows the Salesforce Object Manager interface. The browser address bar indicates the URL: govtartscollegedharmapuri2-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home. The Salesforce logo and a search bar are visible. The navigation menu includes Setup, Home, and Object Manager. The Object Manager page shows a list of objects with the following columns: LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. One object is listed: Dispatch/Tracking, with API Name Dispatch_Tracking__c, Type Custom Object, Last Modified 09/04/2023, and Deployed status checked. The page also includes a search bar with the text 'disp', a Schema Builder button, and a Create button.

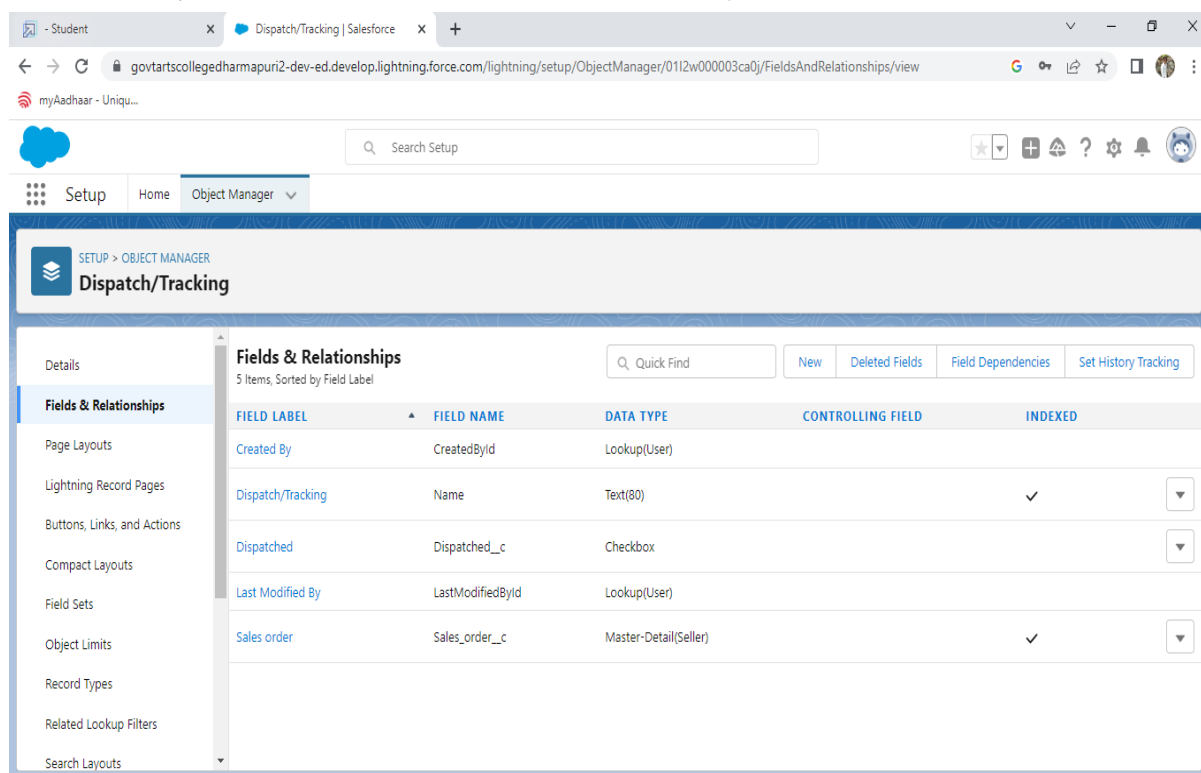
LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Dispatch/Tracking	Dispatch_Tracking__c	Custom Object		09/04/2023	✓

Creton retail management App



(Milestone-2: FIELDS & RELATIONSHIP)

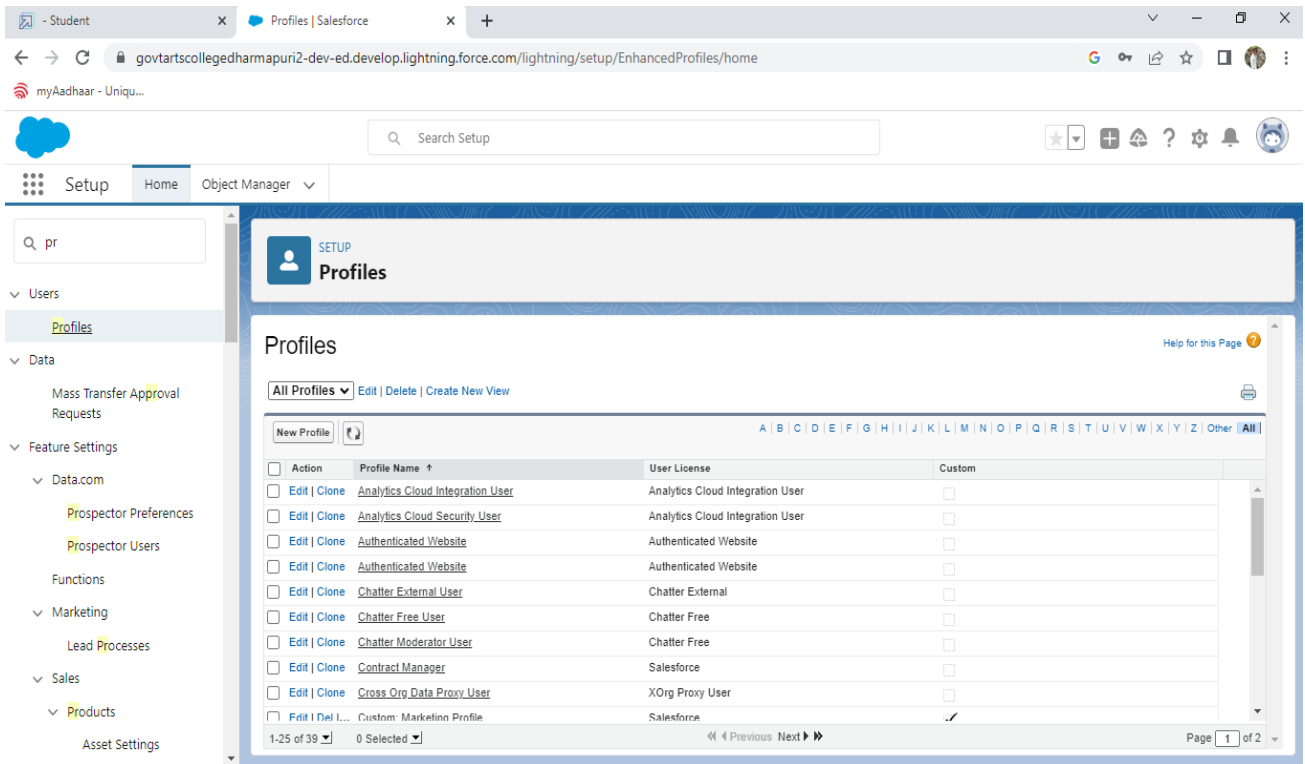
Activity-1 : Creton of felds for the Fields&Relationship Objects



(Milestone-3: PROFILE)

Activity-1 : Creton on Profile

Creation on Profiles

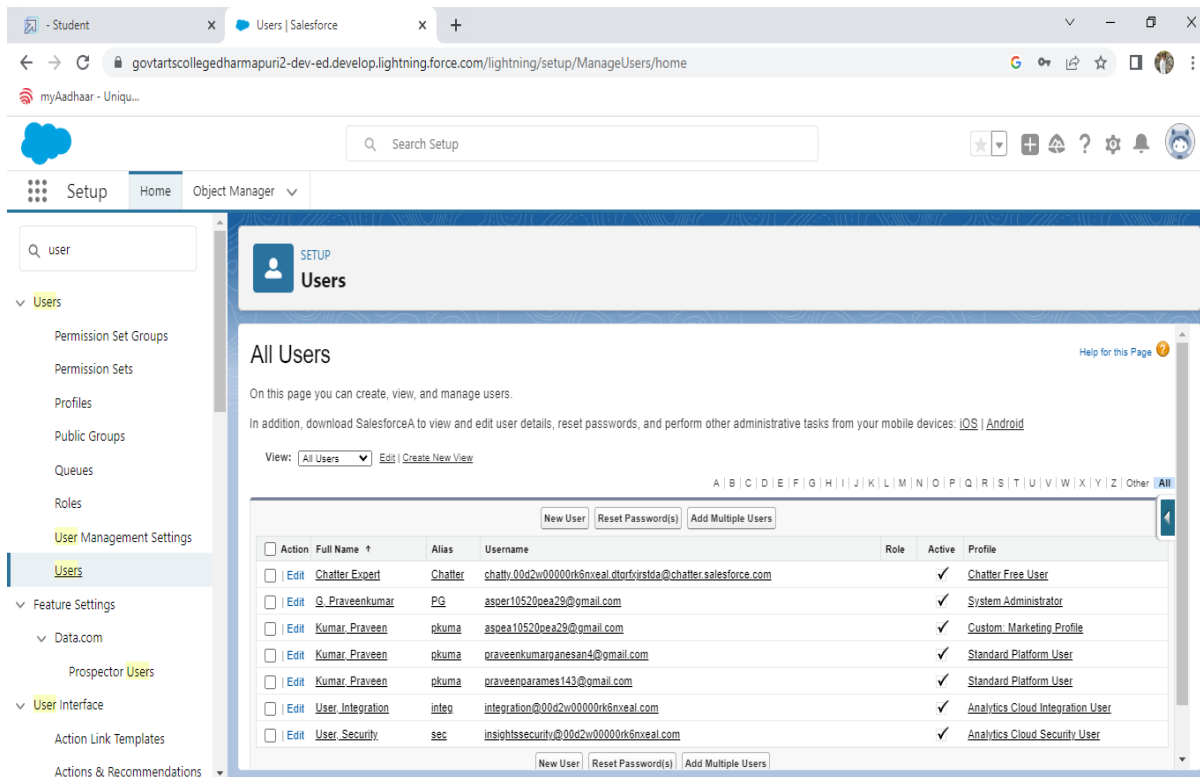


The screenshot shows the Salesforce Setup interface for Profiles. The left sidebar contains a navigation menu with categories like Users, Data, Feature Settings, Marketing, Sales, and Products. The main content area is titled 'Profiles' and includes a table of existing profiles. The table has columns for Action, Profile Name, User License, and Custom. The 'All Profiles' dropdown is set to 'All Profiles'. The table lists various profiles such as 'Analytics Cloud Integration User', 'Authenticated Website', 'Chatter External User', 'Chatter Free User', 'Chatter Moderator User', 'Contract Manager', 'Cross Org Data Proxy User', and 'Custom: Marketing Profile'. The bottom of the table shows '1-25 of 39' profiles and '0 Selected'.

(Milestone-4: USERS)

Activity-1 : Creatng a Users

Creatng a Users



The screenshot shows the Salesforce Setup interface for Users. The left sidebar contains a navigation menu with categories like Users, Feature Settings, Data.com, User Interface, and Actions & Recommendations. The main content area is titled 'Users' and includes a table of existing users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The 'All Users' dropdown is set to 'All Users'. The table lists various users such as 'Chatter Expert', 'G. Praveenkumar', 'Kumar, Praveen', 'Kumar, Praveen', 'Kumar, Praveen', 'User Integration', and 'User Security'. The bottom of the table shows 'New User', 'Reset Password(s)', and 'Add Multiple Users' buttons.

(Milestone-5: PERMISSION SETS)

Activity-2 : Permission sets 2:

To Set Permissions

The screenshot shows the Salesforce Setup interface. The left sidebar has a search bar with 'permission' entered. The 'Permission Sets' link is highlighted under the 'Users' section. The main content area is titled 'Permission Sets' and includes a table of existing permission sets.

Action	Permission Set Label	Description	License
<input type="checkbox"/> Clone	Buyer	Allows access to the store. Lets users see products and...	B2B Buyer Permission Set One Seat
<input type="checkbox"/> Clone	Buyer Manager	Includes all Buyer capabilities, and allows access to mana...	B2B Buyer Manager Permission Set One Seat
<input type="checkbox"/> Clone	CRM User	Denotes that the user is a Sales Cloud or Service Cloud...	CRM User
<input type="checkbox"/> Clone	Commerce Admin	Allow access to commerce admin features.	Commerce Admin Permission Set License Seat
<input type="checkbox"/> Clone	Contact Center Admin	Manage Service Cloud Voice contact centers that use A...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Agent	Access agent features in Service Cloud Voice contact c...	Service Cloud Voice User
<input type="checkbox"/> Clone	Contact Center Supervisor	Access supervisor features in Service Cloud Voice conf...	Service Cloud Voice User

(Milestone-6: REPORTS)

Activity-1 : Reports

Reports

The screenshot shows the Salesforce Reports page. The left sidebar has a search bar and a list of report categories: 'Recent', 'Created by Me', 'Private Reports', 'Public Reports', 'All Reports', 'FOLDERS', 'All Folders', 'Created by Me', 'Shared with Me', and 'FAVORITES'. The main content area shows a table of recent reports.

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	RETAIL MANAGEMENT APPLICATION		Private Reports	Praveenkumar G	9/4/2023, 8:06 am	

4. TRAILHEAD PROFILE PUBLIC URL :

TEAM LEAD : <https://trailblazer.me/id/pravg28>

Team Member 1 : <https://trailblazer.me/id/ngunasekaran4>

Team member 2 : <https://trailblazer.me/id/aruns198>

Team member 3 : <https://trailblazer.me/id/strailhead>

5. ADVANTAGES & DISADVANTAGES

[ADVANTAGES]

1. Real-time Visibility And Reports are the Real Benefits of Retail Management Software:

Retail management software like [Retail POS](#) runs 24-7 in multiple stores. Moreover, it collates all the data from inventory purchases to products sold via POS machines. It tracks all movements of products and flags any differences in the system. A user can virtually check all the available items in the warehouse or other stores. This helps managers make appropriate decisions in real-time.

After that, a user can generate sales, purchases, goods returns, and many other reports from the system. Above all, it has built-in [inventory management software](#). It is helpful in understanding the goods movement along with the revenue generated by each product. Furthermore, it is a win-win situation for the business, allowing the manager to make faster decisions. Further, POS is able to track the efficiency of employees.

2. Helps to Improve Business Process Automation:

Processes are important for every business and more so for retail businesses. From purchase to procurement and from sales to delivery, every step has a process that needs to adhere to. A [Retail Management System](#) enforces such processes that are defined by its architecture.

A business can define the items, quantities, vendors, and suppliers. After that, financial terms that are once set are followed stringently by every employee and manager. Failure to complete any step or miss any entry will alert the supervisors, who will have to correct the issue. This will automate the workflow of every process within the business, making it leaner, faster, and more profitable.

3. Retail Management Software helps to Manage Inventory:

Ask any retailer about the biggest headache in the business. Almost all of them will say inventory management. Manually managing a large number of products is a problem. Therefore, modern retail management software provides accurate details of the currently available stock of individual items and sold items. After that, it can provide you with details of the stock that needs to be ordered. You can do all these things with a few clicks.

Not only that, but retail management software will also serialize each product. Whether it be an individual item or a combo. After that, it will help you keep track of their journey within the system. Furthermore, the system will be able to place orders for goods from suppliers.

4. Promotion and Loyalty Offers: The Key to Success

All businesses struggle for loyal customers. Above all, if they manage them manually, they will fail at some point. As a result, it will lead to a loss of reputation and potential business. Retail management software has built-in promotion and loyalty modules. Moreover, customers will be able to avail themselves of special discounts and redeem points. These points and discounts are collected through shopping. It will not only help in forecasting sales cycles but also keep customers happy with frequent visits for purchases.

[DISADVANTAGES]

1. High Marketing Cost

Retailers should make investment in decoration of shop and display of goods to attract more customers. So, it requires more marketing or advertising cost than wholesalers

2. Selling Skill Required

It requires good selling skill to attract customers. Retailers should possess the art of good communication and convincing power to influence consumers.

3. Very High Competition

Another disadvantage of retailing is that there is tough competition in the market because several retailers sell similar types of products. So, it is difficult to remain in the competitive environment.

4. No Economies Of Buying

Retailers buy small volume of products from wholesalers. So, they miss the opportunity to enjoy the benefit of economies of buying.

Advantages Of Retailers	Disadvantages Of Retailers
<ul style="list-style-type: none">• Requires Less Capital• More Profit Margin Than Wholesalers• Better Customer Relation• Credit Facility• No Liability Towards The Buyers	<ul style="list-style-type: none">• Requires More Marketing Costs• Good Selling Skill Is Required• High Competition• No Benefit Of Bulk Buying <p>benefits-drawbacks.blogspot.com</p>

5. It Requires Proper Location

It is difficult to find out proper location to start retail store. It requires highly dense area with fewer competitors.

6. APPLICATIONS

(Applications of a RMA – Examples and Strategies)

- * Application 1: Tracking Customers
- * Application 2: Collecting Data for Marketing
- * Application 3: Improving Interactions and Communications
- * Application 4: Streamlining Internal Sales Processes

* Application 5: Planning Your Operations.

7. CONCLUSION

In this course we have explored the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with their target customers. You have been introduced to a few theoretical concepts and ideas, which have been illustrated using real world examples and cases in retailing.

You have been introduced to some of the key areas of marketing communications – the message, the media and the communication tools. You have considered the basics of the communication model that underpins the development of marketing communication messages. You have also explored what it takes to develop a communication message, how to use communications to build a brand and the characteristics of the different media that might carry marketing communications. In addition, you have identified a range of communication tools which make up the marketing communication mix.

The course has also aimed to introduce the importance of marketing and communication from a retail perspective.

8 . FUTURE SCOPE

Having a pleasant shopping experience in a shopping mall in an Indian metropolis has always been the dream of the Indian middle class. Since the liberalisation of the Indian economy, many malls, multiplexes and shopping centres have sprung up across in the country. Providing a memorable shopping experience to the customers while serving in a multiplex as a retail management professional is a very exciting job to perform.



Benefits Of Retail Management Software



