



Project Description

The purpose of this project is to learn and deal with an **Odoo** ERP system that allows the student to increase their practical skills in a real-world business environment. The target of this project is to develop an online store for E-commerce that helps a business to boost its sales. The project will involve usage of following modules of Odoo.

Sales Management Module	CRM	Social Marketing	eCommerce Module	Employee Module
 Sales Management Quotations, Sales Orders, In <small>Installed</small>	 CRM Leads, Opportunities <small>Install</small>	 Social Mar...	 eCommerce Sell Your Prod <small>Installed</small>	 Employees Centralize employee information <small>Installed</small> LEARN MORE

For each module you need to input at least **10 records**. This project requires team work, and demands an effective coordination mechanism between project members in order to deliver the required system. Each group **should choose the domain of online store in which Odoo will be implemented**.

Topics to choose from (you can suggest other topics but take the approval from the instructor)

- 1- Grocery store
- 2- Clothing store
- 3- Cars
- 4- Beauty store
- 5- Book store
- 6- Shoes
- 7- Animal essentials

The students will make their online store (**by creating their own data avoiding usage of demonstration data that comes with Odoo**). The students will make some direct sales by using CRM and Sales Module. Some sales will be done using online store. Then, students are required to market their online store and the products. Finally,



students will show the performance of Sales team and present the performance of warehouse using dashboard screen.

Note: To develop an online store, students can take help from following video

<https://www.youtube.com/watch?v=ewiPcd0gJmg&index=6&list=PLLzCsPvhLpWyzj1jWQGfECZtUACcdqOZ>

Project Deliverables:

[1]. A report explaining your online store. The report should be submitted as a soft copy via blackboard.

[2]. Contents of the report: title page, index, online store description with screenshots, CRM description with screenshots, Sales Management description with screenshots, Dashboards description with screenshots, marketing description with screenshot, your special contribution (if any), conclusion

[3]. A real presentation of an established Odoo modules of at least 10 data records on all specified modules. The students should demonstrate their system according to the following guidelines:

- The main Dashboards of the project
- The Online store
- The CRM module in your project
- The Sales Management module in your project
- The social marketing module in your project
- Your special contribution (if any).



	Criteria	Grade	Student Grade
Q1	1- ONLINE STORE	2	
	2- sales	2	
	3- 10 employees	2	
	4- 10 social marketing	2	
	5- dashboard	2	
	6- Report	5	
Q2	7- Discussion	5	

Course Project Policies

- Students should work in teams; each team consist of 4 members.
- Students should apply the concepts and methods that has been taught in both course's lectures and lab sessions to finish their project.
- Students should reflect their ideas, creativity, and team spirits on their team work.
- Copying or using other students' work is prohibited and considered as cheating.

Good Luck



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Introduction: We developed our online store by using Odoo's Sales Management, CRM, Social Marketing, and eCommerce modules to improve sales and customer service. This project allowed us to apply what we have learned in class to a real-world business setting.

Bloom Grocery Store Company aims to provide a smooth and enjoyable shopping experience for customers while helping us gain practical skills in managing an online business. The project will be showcased through reports, system demonstrations, and presentations to highlight the store's features and functionality.

The logo





Project Scope and Objectives:

The main goal of this project is to create a robust e-commerce platform for Bloom grocery store, focusing on various Odoo modules to enhance business operations:

Sales Management: This module will handle sales orders, quotations, and invoicing, ensuring smooth sales operations tailored to the grocery market.

Inventory Management: It will manage a wide range of grocery products, maintain accurate stock levels, and oversee warehouse operations to ensure timely and efficient product availability.

E-commerce: Central to the project, this module will integrate online shopping features like detailed product catalogs, shopping carts, and secure payment processing specifically for grocery items.

Customer Relationship Management (CRM): This module will improve customer interactions, track leads, and offer effective customer support to strengthen relationships with grocery store clients.

Website Builder: It will design and create an appealing, user-friendly e-commerce website for grocery shoppers, ensuring a seamless and engaging online shopping experience.

1. The website:

- Home page

The screenshot shows the homepage of the Bloom Grocery website. At the top, there's a navigation bar with links for Website, Site, eCommerce, Reporting, Configuration, and a toolbar with Published, New, and Edit buttons. Below the navigation is a header with a logo of a basket of flowers, a search bar, and a Contact Us button. The main content area has a brown background with abstract shapes. A large white text 'A little place of paradise' is centered. Below it, a smaller text says 'Welcome to our grocery store, where quality meets affordability.' There's a 'Start Now >' button. In the center, a statement reads 'Thousands of customers trust us for their grocery needs.' followed by a smaller text 'Trust us to provide you with high-quality products while you go about your day with peace of mind.' A 'Get in touch with us' button is also present. At the bottom, contact information is provided: 'Saudi Arabia, 34030 - Riyadh - Almalqa', phone number '+966 55446677', email 'BloomGrocery@gmail.com', and a logo for 'Bloom Grocery Store'.



- Shop page:

The screenshot shows a web-based grocery store interface. At the top, there's a navigation bar with links for Website, Site, eCommerce, Reporting, Configuration, and a user icon. Below the navigation is a header with Home, Shop, About us, a search bar, and a Contact Us button. The main content area displays a grid of 12 items, each with an image, name, and price. The items are arranged in three rows of four. Row 1: Yogurt (Yoplait original strawberry), Cereal (Nesquik), Tomato, Cheese. Row 2: Cucumber, Candy, Lettuce, Ice-cream (Häagen-Dazs macadamia nut). Row 3: Bread, Apple, Milk, Gum (Starburst). At the bottom of the page, there's a footer with contact information (Saudi Arabia, 34030 - Riyadh - Almalqa, +966 55446677, BloomGrocery@gmail.com) and a copyright notice (Copyright © Bloom Grocery).

Item	Price
Yogurt	9.00 SR
Cereal	14.00 SR
Tomato	2.00 SR
Cheese	22.00 SR
Cucumber	1.50 SR
Candy	7.00 SR
Lettuce	4.00 SR
Ice-cream	8.00 SR
Bread	1.00 SR
Apple	1.25 SR
Milk	9.00 SR
Gum	8.50 SR



- Item purchase page:

A screenshot of a web-based grocery store interface. At the top, there are navigation links for "Home", "Shop", and "About us". On the right side of the header are a search bar, a magnifying glass icon, and a "Contact Us" button. Below the header, a product is displayed: a container of Häagen-Dazs ice cream labeled "MACADAMIA NUT". To the right of the product image, the text "Ice-cream" and "8.00 SR" is shown, along with a quantity selector and an "Add to cart" button. Further down the page, there is contact information: "Saudi Arabia, 34030 - Rivedh - Almalqa", a phone number "+966 55446677", and an email address "BloomGrocery@gmail.com". The footer contains the copyright notice "Copyright © Bloom Grocery".

- About us page:

A screenshot of the "About Us" page of the Bloom Grocery website. The page has a brown header bar with the "About Us" title. Below the header, there is a section titled "Meet The Team" featuring four team members, each represented by a circular profile picture and a name: Renad Alzahrani, Shahad Bin Judia, Reema Aldawsari, and Lama Alsubaie. At the bottom of the page, there is contact information: "Saudi Arabia, 34030 - Rivedh - Almalqa", a phone number "+966 55446677", and an email address "BloomGrocery@gmail.com". The footer contains the copyright notice "Copyright © Bloom Grocery".



- Contact us page:

Website Site eCommerce Reporting Configuration

Published New Edit

Home Shop About us BloomGrocery Store Search... Contact Us

Contact us

Contact us about anything related to our company or services. We'll do our best to get back to you as soon as possible.

Name * shaahd

Phone Number +966 55446677

Email * shahadsaifbin@gmail.com

Company Bloom Grocery Company

Subject *

Question *

Submit

Bloom Grocery Company
34030 Riyadh Almalqa
+966 55446677
BloomGrocery@gmail.com

Saudi Arabia, 34030 - Riyadh - Almalqa

+966 55446677 BloomGrocery@gmail.com

Bloom Grocery Store

Copyright © Bloom Grocery



2. Sales

Sales Orders To Invoice Products Reporting Configuration

New Quotations

My Quotations Search... 1-13 / 13

<input type="checkbox"/>	Number	Creation Date	Customer	Salesperson	Activities	Total	Status
<input type="checkbox"/>	S00006	05/17/2024 19:17:08	deems	shaahd		66.70 SR	Quotation
<input type="checkbox"/>	S00004	05/17/2024 19:13:36	lama	shaahd		1.15 SR	Quotation
<input type="checkbox"/>	S00016	05/17/2024 20:00:46	renad	shaahd		1.73 SR	Quotation
<input type="checkbox"/>	S00003	05/17/2024 19:06:14	lama	shaahd		14.00 SR	Sales Order
<input type="checkbox"/>	S00005	05/17/2024 19:15:47	asma	shaahd		27.03 SR	Sales Order
<input type="checkbox"/>	S00010	05/17/2024 19:20:28	renad	shaahd		9.20 SR	Sales Order
<input type="checkbox"/>	S00007	05/17/2024 19:17:50	renad	shaahd		6.04 SR	Sales Order
<input type="checkbox"/>	S00012	05/17/2024 19:30:02	ghala	shaahd		57.50 SR	Sales Order
<input type="checkbox"/>	S00013	05/17/2024 19:45:23	shahad	shaahd		9.20 SR	Sales Order
<input type="checkbox"/>	S00015	05/17/2024 19:55:23	amal	shaahd		28.15 SR	Sales Order
<input type="checkbox"/>	S00014	05/17/2024 19:52:52	deems	shaahd		9.20 SR	Sales Order
<input type="checkbox"/>	S00002	05/17/2024 19:04:51	reema	shaahd		8.05 SR	Sales Order
<input type="checkbox"/>	S00011	05/17/2024 19:22:48	deems	shaahd		34.50 SR	Sales Order
272.45 SR							

Sales Orders To Invoice Products Reporting Configuration

Orders to Invoice

Search... 1-9 / 9

<input type="checkbox"/>	Number	Order Date	Customer	Salesperson	Activities	Total	Invoice Status
<input type="checkbox"/>	S00015	05/17/2024 19:56:22	amal	shaahd		28.15 SR	To Invoice
<input type="checkbox"/>	S00014	05/17/2024 19:52:52	deems	shaahd		9.20 SR	To Invoice
<input type="checkbox"/>	S00003	05/17/2024 19:50:49	lama	shaahd		14.00 SR	To Invoice
<input type="checkbox"/>	S00013	05/17/2024 19:45:23	shahad	shaahd		9.20 SR	To Invoice
<input type="checkbox"/>	S00012	05/17/2024 19:30:03	ghala	shaahd		57.50 SR	To Invoice
<input type="checkbox"/>	S00011	05/17/2024 19:22:48	deems	shaahd		34.50 SR	To Invoice
<input type="checkbox"/>	S00010	05/17/2024 19:20:28	renad	shaahd		9.20 SR	To Invoice
<input type="checkbox"/>	S00007	05/17/2024 19:17:50	renad	shaahd		6.04 SR	To Invoice
<input type="checkbox"/>	S00005	05/17/2024 19:15:47	asma	shaahd		27.03 SR	To Invoice
194.82 SR							



Sales Orders To Invoice Products Reporting Configuration

New Quotations S00007

Delivery 1

Quotation Quotation Sent Sales Order

S00007

Customer: renad
Invoice Address: renad
Delivery Address: renad

Order Date: 05/17/2024 19:17:50
Pricelist: Default SAR pricelist (SAR)

Payment Terms

Order Lines Other Info

Product	Description	Quantity	Invoiced	Unit Price	Taxes	Tax excl.
Lettuce	Lettuce	1.00	0.00	4.00	15%	4.00 SR
Apple	Apple	1.00	0.00	1.25	15%	1.25 SR

Add a product Add a section Add a note Catalog

Terms & Conditions: <https://bloom-grocery.odoo.com/terms>

Untaxed Amount: 5.25 SR
VAT Taxes: 0.79 SR
Total: 6.04 SR

Sales Orders To Invoice Products Reporting Configuration

Sales Teams

Search...

1-3 / 3

Sales
info@bloom-grocery.odoo.com

Sales Analysis

4 Quotations
10 Orders to Invoice

78.78

22-28 Apr 29 Apr-5 May 6-12 May 13-19 May

Click to define an invoicing target

Point of Sale

Sales Analysis

Click to define an invoicing target

Website

Sales Analysis

1 Quotation

10.35

22-28 Apr 29 Apr-5 May 6-12 May 13-19 May

Click to define an invoicing target

Dashboards Dashboards Configuration

Dashboards Last 90 Days Country Product Customer Category Sales Team Salesperson Source Medium Share

SALES

Sales

Product Point of Sale

CRM

Leads Pipeline

FINANCE

Accounting Invoicing Benchmark

LOGISTICS

Inventory On Hand Inventory Flow

WEBSITE

eCommerce

Quotations 4 **Orders** 10 **Revenue** 182SR **Average Order** 18SR **% since last period** **% since last period** **% since last period** **% since last period**

Monthly Sales

Sales Analysis

Untaxed Amount Invoiced

Top Quotations

Quotation	Customer	Salesperson	Revenue
S00006	deems	shaahd	58.00SR
S00001	shaahd		9.00SR
S00016	renad	shaahd	1.50SR
S00004	lama	shaahd	1.00SR

Top Sales Orders

Order	Customer	Salesperson	Revenue
S00012	ghala	shaahd	50.00SR
S00011	deems	shaahd	30.00SR
S00015	amal	shaahd	28.00SR
S00005	asma	shaahd	23.50SR



- Seals products

Sales Orders To Invoice Products Reporting Configuration

New Products

Can be Sold Search...

1-13 / 13 < >

<p>★ Apple Price: 1.25 SR</p>	<p>★ Booking Fees Price: 50.00 SR</p>	<p>★ Bread Price: 1.00 SR</p>
<p>★ Candy Price: 7.00 SR</p>	<p>★ Cereal Price: 14.00 SR</p>	<p>★ Cheese Price: 22.00 SR</p>
<p>★ Cucumber Price: 1.50 SR</p>	<p>★ Gum Price: 8.50 SR</p>	<p>★ Ice-cream Price: 8.00 SR</p>
<p>★ Lettuce Price: 4.00 SR</p>	<p>★ Milk Price: 9.00 SR</p>	<p>★ Tomato Price: 2.00 SR</p>
<p>★ Yogurt [TIPS] Price: 9.00 SR</p>		



3. CRM

CRM Sales Reporting Configuration

New Customers Search... 1-27 / 27

deems	renad	amal
\$ 3	\$ 3	\$ 1
asma	ghala	lama
\$ 1	\$ 1	\$ 2
reema	shahad	الدانوب
\$ 1	\$ 1	★ 1 \$ 1
المراعي Almarai	بنده	نادك
★ 1		★ 1
AL ASEEL COMPANY LIMITED Riyadh, Saudi Arabia online@alaseel.com	Bloom Grocery Company Riyadh, Saudi Arabia BloomGrocery@gmail.com	Nada - ندى Saudi Arabia
★ 1 \$ 1		★ 1 \$ 1
Nora	Renad	alanoud
R		A

CRM Sales Reporting Configuration

New Generate Leads Pipeline My Pipeline Search...

New	Qualified	Proposition	Won
0	0	0	0
AL ASEEL COMPANY LIMITED ☆☆☆ ⓘ A	Nada - ندى ☆☆☆ ⓘ A	الدانوب Nada's opportunity ☆☆☆ ⓘ A	المراعي's opportunity ☆☆☆ ⓘ
AANI & DANI ☆☆☆ ⓘ A			
Nadk's opportunity نادك ☆☆☆ ⓘ A			



CRM Sales Reporting Configuration

3 1 3

New Sales Teams

Search...

1-3 / 3 < >

<input type="checkbox"/>	Sales Team	Alias	Team Leader	
<input type="checkbox"/>	Sales	info@bloom-grocery.odoo.com		
<input type="checkbox"/>	Website	Inactive Alias		
<input type="checkbox"/>	Point of Sale	Inactive Alias	Inactive Alias	

CRM Sales Reporting Configuration

4 1 A

New Quotations

My Quotations Search...

1-15 / 15 < >

<input type="checkbox"/>	Number	Creation Date	Customer	Salesperson	Activities	Total	Status	
<input type="checkbox"/>	S00016	05/17/2024 20:00:46	renad	shaahd		1.73 SR	Quotation	
<input type="checkbox"/>	S00015	05/17/2024 19:55:23	amal	shaahd		28.15 SR	Sales Order	
<input type="checkbox"/>	S00014	05/17/2024 19:52:52	deems	shaahd		9.20 SR	Sales Order	
<input type="checkbox"/>	S00003	05/17/2024 19:06:14	lama	shaahd		14.00 SR	Sales Order	
<input type="checkbox"/>	S00013	05/17/2024 19:45:23	shahad	shaahd		9.20 SR	Sales Order	
<input type="checkbox"/>	S00012	05/17/2024 19:30:02	ghala	shaahd		57.50 SR	Sales Order	
<input type="checkbox"/>	S00011	05/17/2024 19:22:48	deems	shaahd		34.50 SR	Sales Order	
<input type="checkbox"/>	S00010	05/17/2024 19:20:28	renad	shaahd		9.20 SR	Sales Order	
<input type="checkbox"/>	S00009	05/17/2024 19:20:09	sara, Sara	shaahd		9.20 SR	Quotation	
<input type="checkbox"/>	S00008	05/17/2024 19:18:36	sara, Sara	shaahd		33.35 SR	Sales Order	
<input type="checkbox"/>	S00007	05/17/2024 19:17:50	renad	shaahd		6.04 SR	Sales Order	
<input type="checkbox"/>	S00006	05/17/2024 19:17:08	deems	shaahd		66.70 SR	Quotation	
<input type="checkbox"/>	S00005	05/17/2024 19:15:47	asma	shaahd		27.03 SR	Sales Order	
<input type="checkbox"/>	S00004	05/17/2024 19:13:36	lama	shaahd		1.15 SR	Quotation	



4. Employees

- Bloom Grocery Store Employees and their department

Employees Employees Departments Reporting Configuration

New Employees 4 A

DEPARTMENT All

DEPARTMENT	Employee Name	Employee ID
Administration	Nora	N
HR	Renad	R
IT support	alanoud	A
marketing	amal	A
lama	deema	D
manager	maha	M
shaahd	fahad	F
	reemas	R
	shahadsaifbin1@gmail.com	A

1-10 / 10

Employees Employees Departments Reporting Configuration

New Departments 4 A

Department	Number of Employees
Administration	1 Employees
HR	2 Employees
IT support	4 Employees
marketing	2 Employees



5. Social marketing

Social Marketing Feed Posts Campaigns Visitors Configuration

New Social Posts

My Posts Search... 1-10 / 10 < > Print Calendar Grid

Status		Date	Status
All	the best price ever	05/20/2024 21:00:00	Scheduled
Posted	Clicks: 0		
Posting	Engagement: 0		
Scheduled	Opportunities: 0		
	Quotations: 0		
	Revenues: 0		
	05/21/2024 21:00:00		A
	good life good food	05/17/2024 21:03:00	Posted
	Clicks: 0		
	Engagement: 0		
	Opportunities: 0		
	Quotations: 0		
	Revenues: 0		
	05/20/2024 21:00:00		A
	Free delivery	05/17/2024 21:00:27	Posted
	Clicks: 0		
	Engagement: 0		
	Opportunities: 0		
	Quotations: 0		
	Revenues: 0		
	05/20/2024 21:00:00		A
	the perfect food for your family	05/17/2024 21:00:27	Posted
	Clicks: 0		
	Engagement: 0		
	Opportunities: 0		
	Quotations: 0		
	Revenues: 0		

Social Marketing Feed Posts Campaigns Visitors Configuration

New Social Posts

Search... 1-10 / 10 < > Print Calendar Grid

Status	Social Accounts	Message	Status
All	[Push Notifications] Bloom Gro...	100% fresh product	Posted
Posted	[Push Notifications] Bloom Gro...	All what you need for your health	Posted
Scheduled	[Push Notifications] Bloom Gro...	good life good food	Posted
	[Push Notifications] Bloom Gro...	make your eat clean	Posted
	[Push Notifications] Bloom Gro...	the perfect food for your family	Posted
	[Push Notifications] Bloom Gro...	😊	Posted
	[Push Notifications] Bloom Gro...	Free delivery	Scheduled
	[Push Notifications] Bloom Gro...	discount 15%	Scheduled
	[Push Notifications] Bloom Gro...	save your money	Scheduled
	[Push Notifications] Bloom Gro...	the best price ever	Scheduled



- Bloom grocery campaign

Social Marketing Feed Posts Campaigns Visitors Configuration

New Campaigns bloom grocery

\$ Revenues 0 Quotations 0 Opportunities 0 Notifications 1 Clicks 0

1/1 < >

Add Post Send Push New Ideas Design Review Send Done

Campaign Name: bloom grocery

Responsible: A shaahd

Tags:

Push Notifications

Posting

save your money

Clicks: 0
Engagement: 0
Opportunities: 0
Quotations: 0
Revenues: 0

A

- Bloom Visitors

Visitors						
	Last Action	Visits	Visited Pages	Leads / Opportunities		
	Visitor #194 	Last Action	Visits	Visited Pages	Leads / Opportunities	
	Website Visitor #193 	1 day ago Last Action	1 Visits	Last Page	1 Visited Pages	0 Leads / Opportunities
	Website Visitor #192 	1 day ago Last Action	1 Visits	Contact Us Last Page	1 Visited Pages	0 Leads / Opportunities
	Website Visitor #191 	1 day ago Last Action	1 Visits	Last Page	1 Visited Pages	0 Leads / Opportunities
	Website Visitor #190 	2 days ago Last Action	1 Visits	Home Last Page	1 Visited Pages	0 Leads / Opportunities
	Website Visitor #189 	2 days ago Last Action	1 Visits	Contact Us Last Page	1 Visited Pages	0 Leads / Opportunities
	Website Visitor #188 	2 days ago Last Action	1 Visits	Home Last Page	1 Visited Pages	0 Leads / Opportunities
	shaahd 	2 hours ago Last Action	3 Visits	Home Last Page	5 Visited Pages	0 Leads / Opportunities



6. Dashboard

CRM Sales Reporting Configuration

Pipeline Analysis Created on: 2024 Search...

Measures Insert in Spreadsheet

Total				
+ New	+ Proposition	+ Won		
Expected Revenue	Expected Revenue	Expected Revenue	Expected Revenue	
□ Total	2,700.00	2,000.00	3,500.00	8,200.00
+ May 2024	2,700.00	2,000.00	3,500.00	8,200.00

Dashboards Dashboards Configuration

3 0 A

Dashboards Last 90 Days * Country Product Customer Category Sales Team Salesperson Source Medium Share

SALES	Quotations		Orders		Revenue		Average Order	
	Sales	4	10	182SR	18SR			
Product	∞% since last period		∞% since last period		∞% since last period		∞% since last period	
Point of Sale								
CRM	Monthly Sales							
Leads	<p>Sales Analysis</p> <p>Untaxed Amount Invoiced</p>							
Pipeline								
FINANCE								
Accounting								
Invoicing								
Benchmark								
LOGISTICS								
Inventory On Hand								
Inventory Flow								
WEBSITE								
eCommerce	Top Quotations				Top Sales Orders			
Quotation	Customer	Salesperson	Revenue	Order	Customer	Salesperson	Revenue	
S00006	deems	shaahd	58.00SR	S00012	ghala	shaahd	50.00SR	
S00001	shaahd		9.00SR	S00011	deems	shaahd	30.00SR	
S00016	renad	shaahd	1.50SR	S00015	amal	shaahd	28.00SR	
S00004	lama	shaahd	1.00SR	S00005	asma	shaahd	23.50SR	

Dashboards

Last 30 Days

Product

Category

Share

SALES

Sales

Product

Point of Sale

CRM

Leads

Pipeline

FINANCE

Accounting

Invoicing

Benchmark

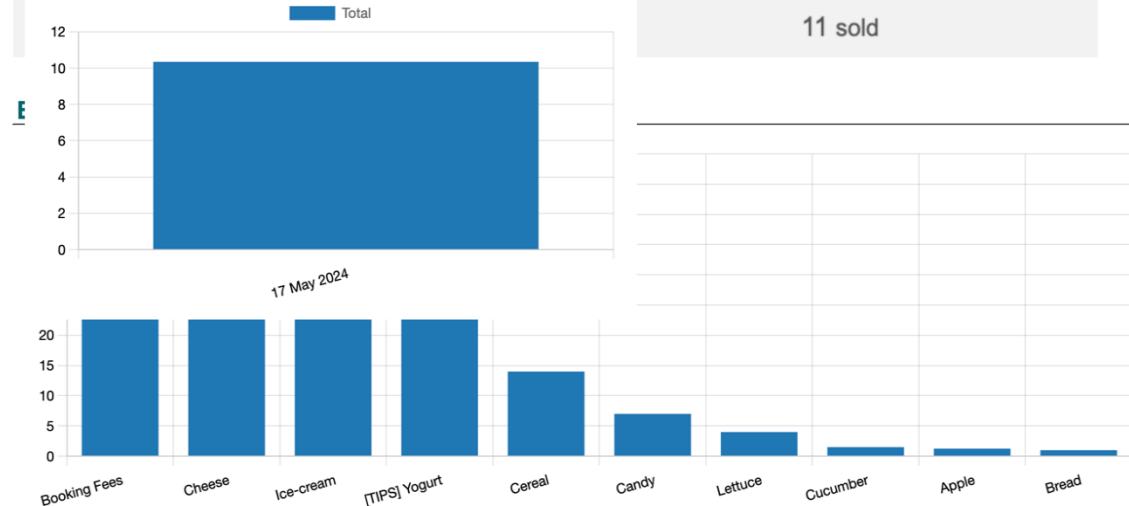
LOGISTICS

Inventory On Hand

Inventory Flow

WEBSITE

eCommerce

Sales Analysis**Best Sellers by Units Sold**

Dashboards

Select period... ▾ Stage

Salesperson

Sales Team

Country

City

Medium

Source

Share

SALES

Sales

Product

Point of Sale

CRM

Leads

Pipeline**FINANCE**

Accounting

Invoicing

Benchmark

LOGISTICS

Inventory On Hand

Inventory Flow

WEBSITE

eCommerce

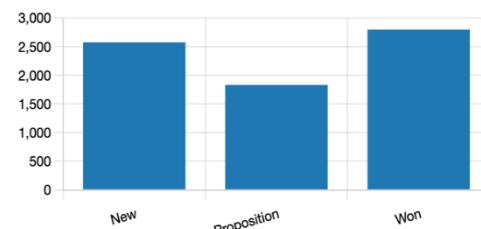
Expected Closed Open opportunities

7,211SR 0SR

%) since last period (%) since last period

5

to close

Pipeline Stages**Expected Closing****Top Opportunities**

Opportunity	Stage	Salesperson	Country	Revenue	Success (%)
Nada - ندى	Won	shaahd	Saudi Arabia	2,800.00SR	80
AL ASEEL COMPANY LIMITED	New	shaahd	Saudi Arabia	2,577.15SR	95
الدانوب's opportunity	Proposition	shaahd		1,833.40SR	92
nadk's opportunity	New	shaahd			

BALANCE SHEET

As of 05/18/2024

Balance (.SR)

ASSETS

	Balance (.SR)
Current Assets	
Bank and Cash Accounts	0.00
Receivables	202.87
Current Assets	0.00
Prepayments	0.00
Total Current Assets	202.87
Plus Fixed Assets	0.00
Plus Non-current Assets	0.00
Total ASSETS	202.87

LIABILITIES

Current Liabilities	21.12
Current Liabilities	21.12
Payables	0.00
Total Current Liabilities	21.12
Plus Non-current Liabilities	0.00
Total LIABILITIES	21.12

EQUITY

Unallocated Earnings	
Current Year Unallocated Earnings	
Current Year Earnings	181.75
Current Year Allocated Earnings	0.00
Total Current Year Unallocated Earnings	181.75
Previous Years Unallocated Earnings	0.00
Total Unallocated Earnings	181.75
Retained Earnings	0.00
Total EQUITY	181.75

LIABILITIES + EQUITY

202.87

2024-05-18 06:34

Bloom Grocery Company

1 / 1

Private < > bloom-grocery.odoo.com

Banner Explora... Course... Al Ima... Ba... Pay... Failed t... Failed t... Failed t... Failed t... Failed t... Dashbo...

3 A

Dashboards Dashboards Configuration

Share

	Close Rate	Average Deal Size	Revenue	Days to Win	Days to Assign
SALES	17%	0SR	0SR	0 days	0 days
Sales	0% last period	% since last perio	% since last perio	0 last period	0 last period
Product					
Point of Sale					

CRM

Leads

Pipeline

FINANCE

Accounting

Invoicing

Benchmark

LOGISTICS

Inventory On Hand

Inventory Flow

WEBSITE

eCommerce

Leads by Month

Top Countries

Country	# Leads	Revenue
Saudi Arabia	3	5,377

Top Tags

Tag	# Leads	Revenue

Dashboards

Last 90 Days 

Country

Product Category

Product

Salesperson

 Share

SALES

Sales
Product
Point of Sale

CRM

Leads
Pipeline

FINANCE

Accounting
Invoicing
Benchmark

LOGISTICS

Inventory On Hand
Inventory Flow

WEBSITE

eCommerce

Invoiced
182
182 unpaid

Average Invoice
18

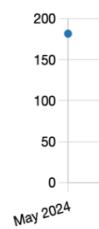
10 Invoices

DSO
40
in

Sales Analysis



Invoiced by Month



May 2024



Top Invoices

Reference	Salesperson	Status	Customer	Date	Amount
INV/2024/00010	shaahd	Not Paid	ghala	05/17/2024	50.00SR
INV/2024/00007	shaahd	Not Paid	deems	05/17/2024	30.00SR
INV/2024/00002	shaahd	Not Paid	amal	05/17/2024	28.00SR
INV/2024/00009	shaahd	Not Paid	asma	05/17/2024	23.50SR

Dashboards

Last 7 Days 

Website

Country

Product

Customer

Category

 Share

SALES

Sales
Product
Point of Sale

CRM

Leads
Pipeline

FINANCE

Accounting
Invoicing
Benchmark

LOGISTICS

Inventory On Hand
Inventory Flow

WEBSITE

eCommerce

Carts

0

0% since last period

Orders

0

0% since last period

Abandoned Carts

0

0% since last period

Total Revenue

0SR

0% since last period

Monthly Sales



May 2024

Top Products

Products	Units	Revenue

Top Categories

Categories	Units	Revenue
All	8	90.75SR
All / Saleable / Booking Fees	1	50.00SR
All / Saleable / PoS	2	41.00SR



7. Email marketing

- we send email to all customers

The screenshot shows the Odoo Email Marketing module. At the top, there are tabs for 'Email Marketing', 'Mailings', 'Mailing Lists', 'Reporting', and 'Configuration'. Below the tabs, a navigation bar includes 'New', 'Mailings', 'Welcome', and a gear icon. A progress bar shows metrics: Opened 0%, Replied 0%, Clicked 0%, Opportunities 0, and a 'More' dropdown. On the right, there are icons for a message (3 notifications), a clock, and a green square with the letter 'A'. The main area displays a mailing list configuration for 'Welcome'. It shows the subject 'Welcome', the recipient type 'Mailing List', and a 'Select mailing lists:' dropdown containing 'Newsletter (1)'. Below this are tabs for 'Mail Body', 'A/B Tests', and 'Settings'. The 'Mail Body' tab contains a preview of the email content, which includes a logo for 'Bloom Grocery Store' and the text 'Thank you for joining us!'. The body of the email reads: 'We want to take this opportunity to welcome you to our ever-growing community! Your platform is ready for work, it will help you reduce the costs of digital signatures, attract new customers and increase sales.' To the right, a sidebar titled 'BLOCKS' shows various layout options like 'Left Logo', 'Left Text', 'Centered Logo', 'Cover', and 'View Online'. Other sections include 'CUSTOMIZE' and 'DESIGN'.

- Email received

The screenshot shows a Gmail inbox. The search bar at the top has the text 'البحث في البريد' (Search in the mail). The inbox list on the right shows an incoming email from 'notifications@bloom-grocery.odoo.com' to 'shaahd' with the subject 'البريد الوارد' (Received mail). The email preview on the left shows the same content as the Odoo preview: 'Thank you for joining us!' and the welcoming message. The inbox list also includes other items such as 'المذكرة بنجحة' (Success note), 'المرجلة' (Pencil), 'البريد المرسل' (Sent mail), 'المسنونات' (Scheduled), and 'المزيد' (More). The bottom of the inbox shows a '+' button and the text 'التصنيفات' (Categories).



8. Conclusion

In conclusion, the Bloom Grocery Store e-commerce platform project successfully leveraged Odoo modules to streamline sales, manage inventory, enhance online shopping, improve customer relationships, and build a user-friendly website.

So, we learned that an ERP system with such capabilities as Odoo can improve organization performance and help them achieve more goals.

9. Project Presentation

IT-413

Project presentation

Introduction

We developed our online store by using Odoo's Sales Management, CRM, Social Marketing, and eCommerce modules to improve sales and customer service. This project allowed us to apply what we have learned in class to a real-world business setting.

Bloom Grocery Store Company aims to provide a smooth and enjoyable shopping experience for customers while helping us gain practical skills in managing an online business. The project will be showcased through reports, system demonstrations, and presentations to highlight the store's features and functionality

The logo



Bloom Grocery Store

The website:

-Home page

A screenshot of a web browser showing the homepage of 'Bloom Grocery'. The browser interface includes tabs for 'Website', 'Site', 'eCommerce', 'Reporting', and 'Configuration'. A green 'Published' button is visible in the top right. The main content area features a large brown banner with white text: 'A little place of paradise'. Below the banner, a smaller text reads 'Welcome to our grocery store, where quality meets affordability.' and a 'Start Now >' button. The overall design is clean and modern.

-Shop page:

The screenshot shows a grid of 12 food items arranged in three rows of four. Each item includes a small image, the name, and its price in Saudi Riyals (SR). The items are:

Yogurt	Cereal	Tomato	Cheese
Koppari strawberry yogurt (9.00 SR)	Nesquik cereal (14.00 SR)	Tomatoes (2.00 SR)	Yellow cheese (22.00 SR)
Cucumber (1.50 SR)	Candy (7.00 SR)	Lettuce (4.00 SR)	Häagen-Dazs Macadamia Nut ice cream (8.00 SR)
Bread (1.00 SR)	Apple (1.25 SR)	Milk (9.00 SR)	Shallow Gum (8.50 SR)

Below the grid, there is contact information: Saudi Arabia, 34030 - Riyadh - Almalqa, +966 55446677, BloomGrocery@gmail.com, and the Bloom Grocery logo.

-Item purchase page:

The screenshot shows a product page for "Ice-cream". The product image is a tub of Häagen-Dazs Macadamia Nut ice cream. The price is listed as 8.00 SR. Below the image, there is a quantity selector (set to 1) and an "Add to cart" button. At the bottom of the page, there is contact information: Saudi Arabia, 34030 - Riyadh - Almalqa, +966 55446677, BloomGrocery@gmail.com, and the Bloom Grocery logo.

-About us page:

The screenshot shows the 'About Us' page of the Bloom Grocery website. At the top, there is a navigation bar with links for 'Home', 'Shop', 'About us', a search bar, and a 'Contact Us' button. Below the navigation is a brown header bar with the text 'About Us'. Underneath is a section titled 'Meet The Team' featuring four circular profile icons, each with a black silhouette of a person's head. To the right of each icon is the name of the team member: Renad Alzahrani, Shahad Bin Judia, Reema Aldawsari, and Lama Alsubaie. Below this section is a large, solid brown rectangular area. At the bottom of the page, there is a footer bar with contact information: phone number +966 55446677, email BloomGrocery@gmail.com, and a small logo for 'BloomGrocery'. The footer also includes a copyright notice: 'Copyright © Bloom Grocery'.

-Contact us page:

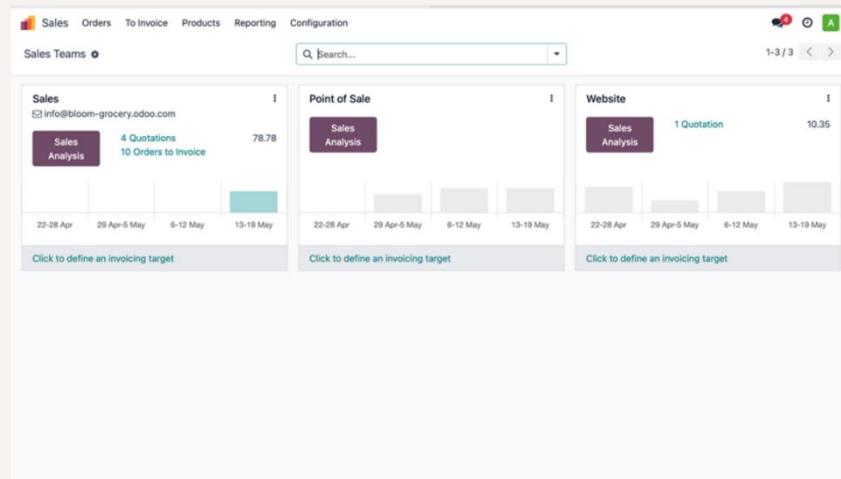
The screenshot shows the 'Contact us' page of the Bloom Grocery website. At the top, there is a navigation bar with links for 'Website', 'Site', 'eCommerce', 'Reporting', 'Configuration', 'Home', 'Shop', 'About us', a search bar, and a 'Contact Us' button. Below the navigation is a brown header bar with the text 'Contact us'. The main content area contains a form for users to contact the company. The form fields include: 'Name *' (shaahd), 'Phone Number' (+966 55446677), 'Email *' (shahadsalfbinl@gmail.com), 'Company' (Bloom Grocery Company), 'Subject *' (empty), and 'Question *' (empty). A 'Submit' button is located at the bottom of the form. To the right of the form, there is company information: 'Bloom Grocery Company' located at '34030 Riyadh - Almalqa', with contact details: phone +966 55446677 and email BloomGrocery@gmail.com. Below the form is a footer bar with contact information: 'Saudi Arabia, 34030 - Riyadh - Almalqa', phone +966 55446677, email BloomGrocery@gmail.com, and a small logo for 'BloomGrocery'. The footer also includes a copyright notice: 'Copyright © Bloom Grocery'.

-Sales

The screenshot shows a list of 13 sales quotations in Odoo. The columns include Number, Creation Date, Customer, Salesperson, Activities, Total, and Status. The status for most entries is 'Quotation', except for S00003, S00005, S00010, S00012, S00013, S00015, S00014, S00002, and S00011, which are 'Sales Order'. The total value for all quotations is 272.45 SR.

Number	Creation Date	Customer	Salesperson	Activities	Total	Status
S00006	05/17/2024 19:17:08	deems	shaahd	○	66.70 SR	Quotation
S00004	05/17/2024 19:13:36	lama	shaahd	○	1.15 SR	Quotation
S00016	05/17/2024 20:00:46	renad	shaahd	○	1.73 SR	Quotation
S00003	05/17/2024 19:06:14	lama	shaahd	○	14.00 SR	Sales Order
S00005	05/17/2024 19:15:47	asma	shaahd	○	27.03 SR	Sales Order
S00010	05/17/2024 19:20:28	renad	shaahd	○	9.20 SR	Sales Order
S00007	05/17/2024 19:17:50	renad	shaahd	○	6.04 SR	Sales Order
S00012	05/17/2024 19:30:02	ghala	shaahd	○	57.50 SR	Sales Order
S00013	05/17/2024 19:45:23	shahad	shaahd	○	9.20 SR	Sales Order
S00015	05/17/2024 19:55:23	amal	shaahd	○	28.15 SR	Sales Order
S00014	05/17/2024 19:52:52	deems	shaahd	○	9.20 SR	Sales Order
S00002	05/17/2024 19:04:51	reema	shaahd	○	8.05 SR	Sales Order
S00011	05/17/2024 19:22:48	deems	shaahd	○	34.50 SR	Sales Order

-Sales



-Dashboards Sales

The dashboard displays the following key metrics:

- Quotations:** 4 (0% since last period)
- Orders:** 10 (0% since last period)
- Revenue:** 182SR (0% since last period)
- Average Order:** 18SR (0% since last period)

Monthly Sales: A line chart titled "Sales Analysis" showing Untaxed Amount Invoiced over time. The Y-axis ranges from 0 to 200, and the X-axis shows dates from May 2024 to 17 May 2024. The chart shows two data points at approximately 160 and 200.

Top Quotations:

Quotation	Customer	Salesperson	Revenue
S00006	deems	shaahd	58.00SR
S00001	shaahd		9.00SR
S00016	renad	shaahd	1.50SR
S00004	lama	shaahd	1.00SR

Top Sales Orders:

Order	Customer	Salesperson	Revenue
S00012	ghala	shaahd	50.00SR
S00011	deems	shaahd	30.00SR
S00015	amal	shaahd	28.00SR
S00005	asma	shaahd	23.50SR

-Sales products

The product catalog lists the following items:

☆ Apple Price: 1.25 SR	☆ Booking Fees Price: 50.00 SR	☆ Bread Price: 1.00 SR
☆ Candy Price: 7.00 SR	☆ Cereal Price: 14.00 SR	☆ Cheese Price: 22.00 SR
☆ Cucumber Price: 1.50 SR	☆ Gum Price: 8.50 SR	☆ Ice-cream Price: 8.00 SR
☆ Lettuce Price: 4.00 SR	☆ Milk Price: 9.00 SR	☆ Tomato Price: 2.00 SR
☆ Yogurt [TIPS] Price: 9.00 SR		

-CRM

The screenshot shows a CRM interface with a grid of customer profiles. The columns represent different fields or stages in the sales pipeline. The rows contain various customer records, each with a profile picture, name, and some numerical values.

Customer	Value 1	Value 2	Value 3
deems	\$3	0	
asma	\$1	0	
reema	\$1	0	
المراعي Almarai	* 1	0	
AL ASEEL COMPANY LIMITED Riyadh, Saudi Arabia online@alaseel.com	* 1 \$1	0	
Bloom Grocery Company Riyadh, Saudi Arabia BloomGrocery@gmail.com		0	
Nora			
Renad			
alanoud			

-CRM

The screenshot shows a CRM interface with a pipeline view. The pipeline is divided into four stages: New, Qualified, Proposition, and Won. Each stage has a progress bar and a count of 0 opportunities.

Stage	Opportunities
New	0
Qualified	0
Proposition	0
Won	0

Below the pipeline, there is a list of opportunities categorized by stage:

- New:
 - AL ASEEL COMPANY LIMITED (3 stars)
 - AANI & DANI (3 stars)
 - nadk's opportunity (3 stars, checked)
- Qualified:
 - Nada - ندى (3 stars)
- Proposition:
 - الدانوب's opportunity (3 stars)
- Won:
 - المراعي's opportunity (3 stars)

-CRM

Sales Team	Alias	Team Leader
Sales	info@bloom-grocery.odoo.com	
Website	Inactive Alias	
Point of Sale	Inactive Alias	Inactive Alias

-CRM

Number	Creation Date	Customer	Salesperson	Activities	Total	Status
S00016	05/17/2024 20:00:46	renad	A shaahd	○	1.73 SR	Quotation
S00015	05/17/2024 19:55:23	amal	A shaahd	○	28.15 SR	Sales Order
S00014	05/17/2024 19:52:52	deems	A shaahd	○	9.20 SR	Sales Order
S00003	05/17/2024 19:06:14	lama	A shaahd	○	14.00 SR	Sales Order
S00013	05/17/2024 19:45:23	shahad	A shaahd	○	9.20 SR	Sales Order
S00012	05/17/2024 19:30:02	ghala	A shaahd	○	57.50 SR	Sales Order
S00011	05/17/2024 19:22:48	deems	A shaahd	○	34.50 SR	Sales Order
S00010	05/17/2024 19:20:28	renad	A shaahd	○	9.20 SR	Sales Order
S00009	05/17/2024 19:20:09	sara, Sara	A shaahd	○	9.20 SR	Quotation
S00008	05/17/2024 19:18:36	sara, Sara	A shaahd	○	33.35 SR	Sales Order
S00007	05/17/2024 19:17:50	renad	A shaahd	○	6.04 SR	Sales Order
S00006	05/17/2024 19:17:08	deems	A shaahd	○	66.70 SR	Quotation
S00005	05/17/2024 19:15:47	asma	A shaahd	○	27.03 SR	Sales Order
S00004	05/17/2024 19:13:36	lama	A shaahd	○	1.15 SR	Quotation

-Employees

DEPARTMENT		
All	Nora	Renad
Administration	amal	deema
HR	lama manager	maha
IT support		
marketing	shaahd shahadsaifbin@gmail.com	alanoud fahad reemas

-Employees

Administration	1 Employees
IT support	4 Employees
HR	2 Employees
marketing	2 Employees

-Social marketing

The screenshot shows a dashboard for managing social posts. On the left, there's a sidebar with filters for 'STATUS' (All, Posted, Posting, Scheduled) and 'SOCIAL ACCOUNTS' ([Push Notifications] ... 10). The main area displays a grid of posts:

Post ID	Message	Status	Date
1	the best price ever	Scheduled	05/20/2024 21:00:00
2	discount 15%	Scheduled	05/21/2024 21:00:00
3	100% fresh product	Posted	05/17/2024 21:04:22
4	good life good food	Posted	05/17/2024 21:03:00
5	Free delivery	Scheduled	05/20/2024 21:00:00
6	the perfect food for your family	Posted	05/17/2024 21:00:27
7	make your eat clean	Posted	05/17/2024 21:00:27
8	the perfect food for your family	Posted	05/17/2024 21:00:27
9	the best price ever	Posted	05/17/2024 21:00:27
10	save your money	Posted	05/17/2024 21:00:27

-Social marketing

The screenshot shows a dashboard for managing social posts. On the left, there's a sidebar with filters for 'STATUS' (All, Posted, Scheduled) and 'SOCIAL ACCOUNTS' ([Push Notifications] ... 10). The main area displays a list of posts with checkboxes:

Checkboxes	Social Accounts	Message	Status
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	100% fresh product	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	All what you need for your health	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	good life good food	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	make your eat clean	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	the perfect food for your family	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	😊	Posted
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	Free delivery	Scheduled
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	discount 15%	Scheduled
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	save your money	Scheduled
<input type="checkbox"/>	[Push Notifications] Bloom Gro...	the best price ever	Scheduled

-Bloom grocery campaign

The screenshot shows the Bloom campaign management interface. At the top, there's a navigation bar with tabs for Social Marketing, Feed, Posts, Campaigns, Visitors, and Configuration. Below the navigation is a header bar with buttons for New, Campaigns, bloom grocery, Revenues (\$ 0), Quotations (0), Opportunities (0), Notifications (1), Clicks (0), and a search bar. To the right of the search bar are icons for a printer, a magnifying glass, and a green 'A' button. The main content area displays a single campaign entry for "bloom grocery". The entry includes fields for Campaign Name, Responsible (shahd), Tags (Push Notifications), and a summary table with metrics: Clicks (0), Engagement (0), Opportunities (0), Quotations (0), Revenues (\$ 0), and a status indicator (Posting). A small green 'A' button is located at the bottom right of the entry.

-Bloom visitors

The screenshot shows the Bloom visitor tracking interface. At the top, there's a navigation bar with tabs for Social Marketing, Feed, Posts, Campaigns, Visitors, and Configuration. Below the navigation is a header bar with a search field set to "Last 7 Days" and a search button. To the right of the search bar are icons for a printer, a magnifying glass, and a green 'A' button. The main content area displays a table of visitors. The columns include: Visitor ID, Last Action, Visits, Visited Pages, and Leads / Opportunities. The table lists eight visitors, all of whom are website visitors from the United States. The most recent visitor listed is "shaahd" (ID #194), who visited 3 times and viewed 5 pages 2 hours ago. Other visitors listed include "Visitor #193", "Visitor #192", "Visitor #191", "Visitor #190", "Visitor #189", and "Visitor #188". Each visitor row has a small profile icon and a green 'A' button at the end.

Visitors	Last Action	Visits	Visited Pages	Leads / Opportunities
Visitor #194	Last Action			
Website Visitor #193	1 day ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
Website Visitor #192	1 day ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
Website Visitor #191	1 day ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
Website Visitor #190	2 days ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
Website Visitor #189	2 days ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
Website Visitor #188	2 days ago	1 Visits	1 Visited Pages	0 Leads / Opportunities
shaahd	2 hours ago	3 Visits	5 Visited Pages	0 Leads / Opportunities

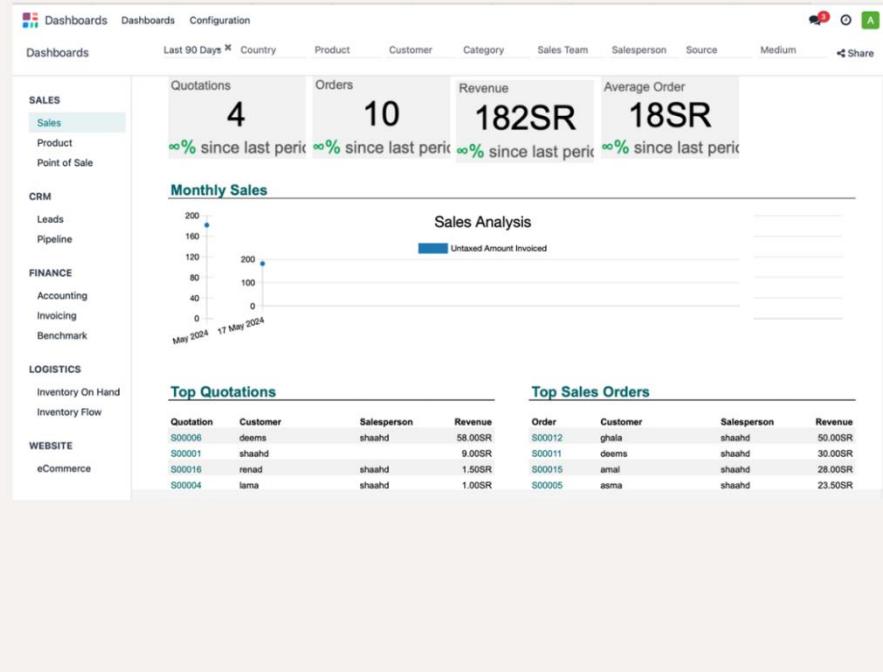
-Dashboard

The screenshot shows a CRM interface titled "Pipeline Analysis". At the top, there are tabs for CRM, Sales, Reporting, and Configuration. Below the tabs, a search bar displays "Created on: 2024" and a "Search..." placeholder. A toolbar with various icons is located at the top right. The main content area features a table titled "Measures" with a dropdown menu "Insert in Spreadsheet". The table has columns for "Total", "New", "Proposition", and "Won". It includes sub-sections for "Expected Revenue" and "Total". The data shows values for May 2024, such as 2,700.00 for New Expected Revenue and 8,200.00 for Total Expected Revenue.

-Dashboard

The screenshot shows a balance sheet for "Bloom Grocery Company" as of 05/18/2024. The report includes company details: Almada, Ryadh P.M.H 34030, Saudi Arabia, VAT: 55555555555. The balance sheet is divided into Assets, Liabilities, and Equity sections. The Assets section shows Current Assets (Bank and Cash Accounts: 202.87), Total Current Assets (202.87), and Total Assets (202.87). The Liabilities section shows Current Liabilities (Current Liabilities: 21.12), Total Current Liabilities (21.12), and Total Liabilities (21.12). The Equity section shows Unallocated Earnings (181.75), Total Current Year Unallocated Earnings (181.75), Previous Years Unallocated Earnings (181.75), Total Unallocated Earnings (181.75), Retained Earnings (181.75), and Total EQUITY (181.75). The bottom of the page shows the date 2024-05-18 06:34 and the company name Bloom Grocery Company.

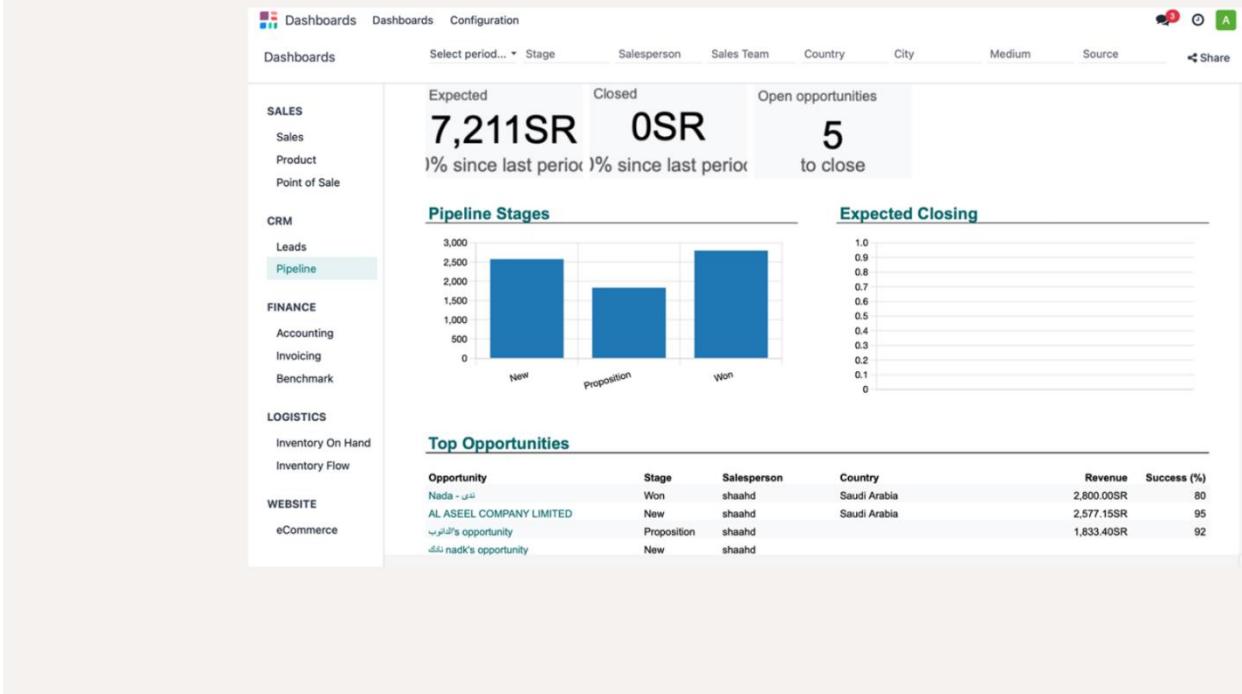
-Dashboard



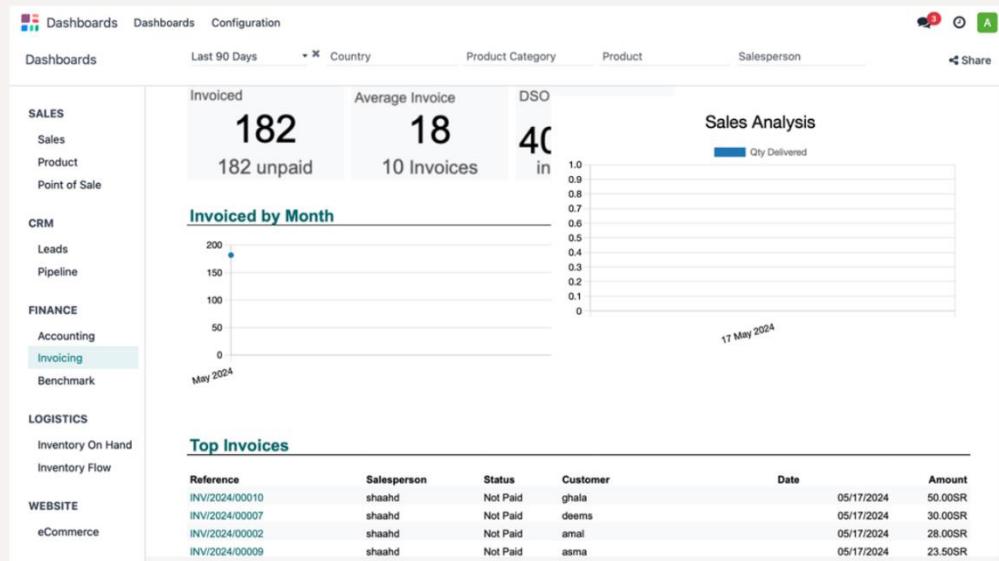
-Dashboard



-Dashboard



-Dashboard



-Dashboard

This screenshot shows a sales-oriented dashboard with the following key elements:

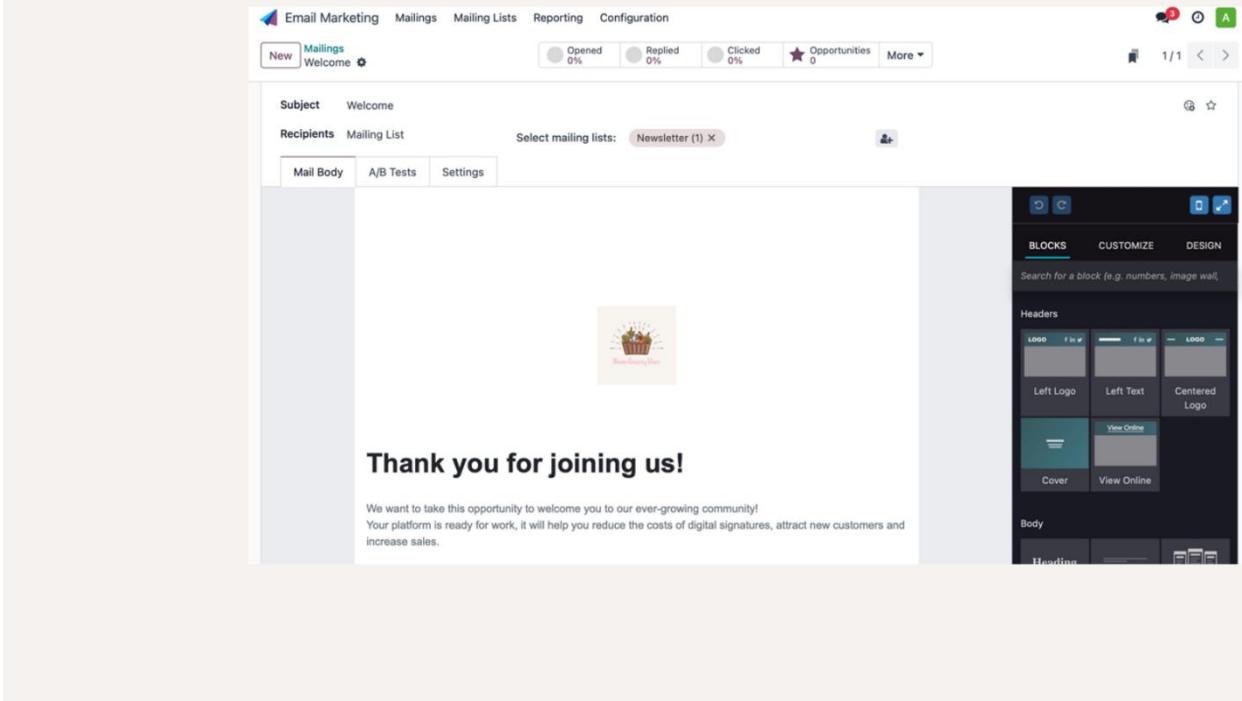
- Header:** Dashboards, Configuration, Last 365 Days, Country, Tags, Lost Reason, Medium, Campaign, Source, Sales Team, Salesperson, Share.
- Left Sidebar:** Dashboards, Sales (Sales, Product Point of Sale), CRM (Leads, Pipeline), FINANCE (Accounting, Invoicing, Benchmark), LOGISTICS (Inventory On Hand, Inventory Flow), WEBSITE (eCommerce).
- Metrics:** Close Rate (17%), Average Deal Size (0SR), Revenue (0SR), Days to Win (0 days), Days to Assign (0 days). Below these are % last period and % since last period for each metric.
- Chart:** Leads by Month (May 2024) showing a single data point at 6.
- Table:** Top Countries (Country: Saudi Arabia, # Leads: 3, Revenue: 5,377).
- Table:** Top Tags (Tag: [empty], # Leads: [empty], Revenue: [empty]).

-Dashboard

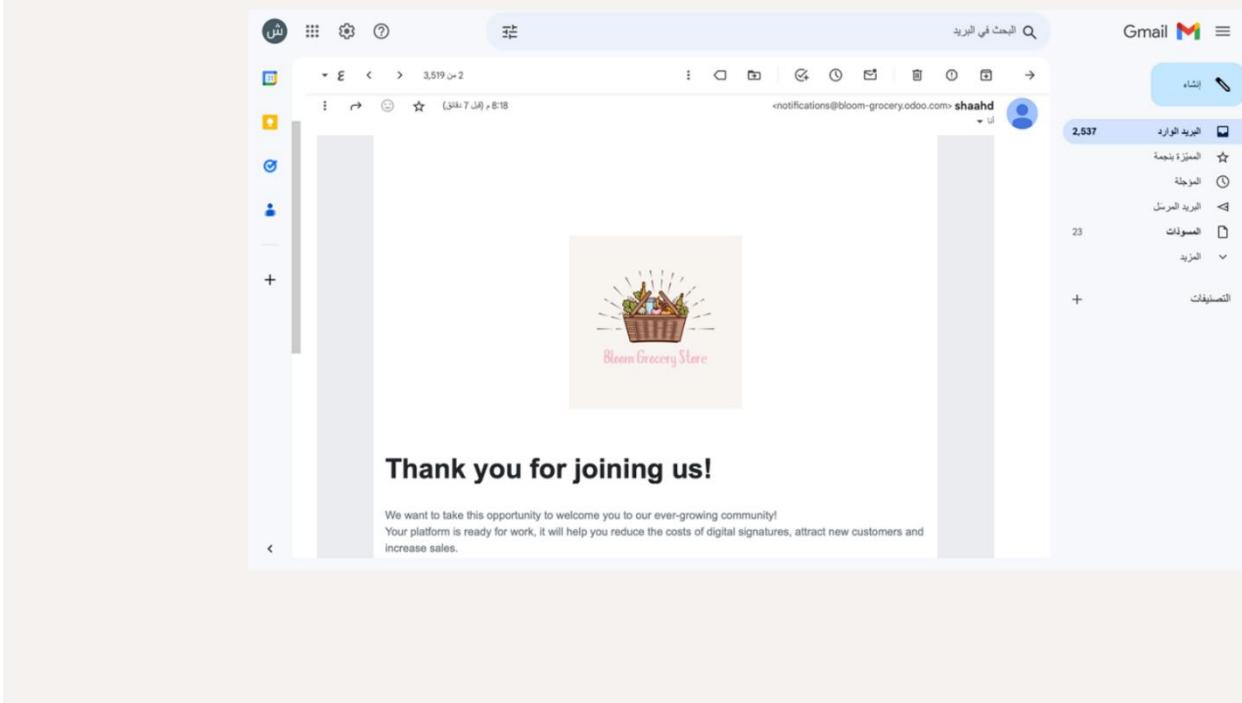
This screenshot shows a website/e-commerce oriented dashboard with the following key elements:

- Header:** Dashboards, Configuration, Last 7 Days, Website, Country, Product, Customer, Category, Share.
- Left Sidebar:** Dashboards, SALES (Sales, Product Point of Sale), CRM (Leads, Pipeline), FINANCE (Accounting, Invoicing, Benchmark), LOGISTICS (Inventory On Hand, Inventory Flow), WEBSITE (eCommerce).
- Metrics:** Carts (0), Orders (0), Abandoned Carts (0), Total Revenue (0SR). Below these are % since last period for each metric.
- Chart:** Monthly Sales (May 2024) showing a single data point at 200.
- Table:** Top Products (Products: [empty], Units: [empty], Revenue: [empty]).
- Table:** Top Categories (Categories: All, Units: 8, Revenue: 90.75SR; All / Saleable / Booking Fees, Units: 1, Revenue: 50.00SR; All / Saleable / PoS, Units: 2, Revenue: 41.00SR).

-Email marketing, we send email to all customers



-Email received



Conclusion

In conclusion, the Bloom Grocery Store e-commerce platform project successfully leveraged Odoo modules to streamline sales, manage inventory, enhance online shopping, improve customer relationships, and build a user-friendly website.

So, we learned that an ERP system with such capabilities as Odoo can improve organization performance and help them achieve more goals.

Do you have any questions?

Thank you

Reema aldawsari



Renad Alzahrani



Shahad Bin Judia



Lama Alsubaie

