

CHIKKANNA GOVERNMENT ARTS COLLEGE

TIRUPPUR-641602

(AFFILIATED TO BHARATHIYAR UNIVERCITY)



BACHELOR OF SCIENCE IN PHYSICS

Submitted by

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NAAN MUDHALVAN PROJECT WORK

TITLE: RETAIL MANEGEMENT APPLICATION USING SALESFORCE

This is to certify that this is a Bonafide record of work done by the above students of III BSc PHYSICS Degree NAAN MUDHALVAN PROJECT during the year

Submitted for the Naan Mudhalvan project work held
on.....20

MENTOR

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1.INTRODUCTION:

1.1 OVERVIEW:

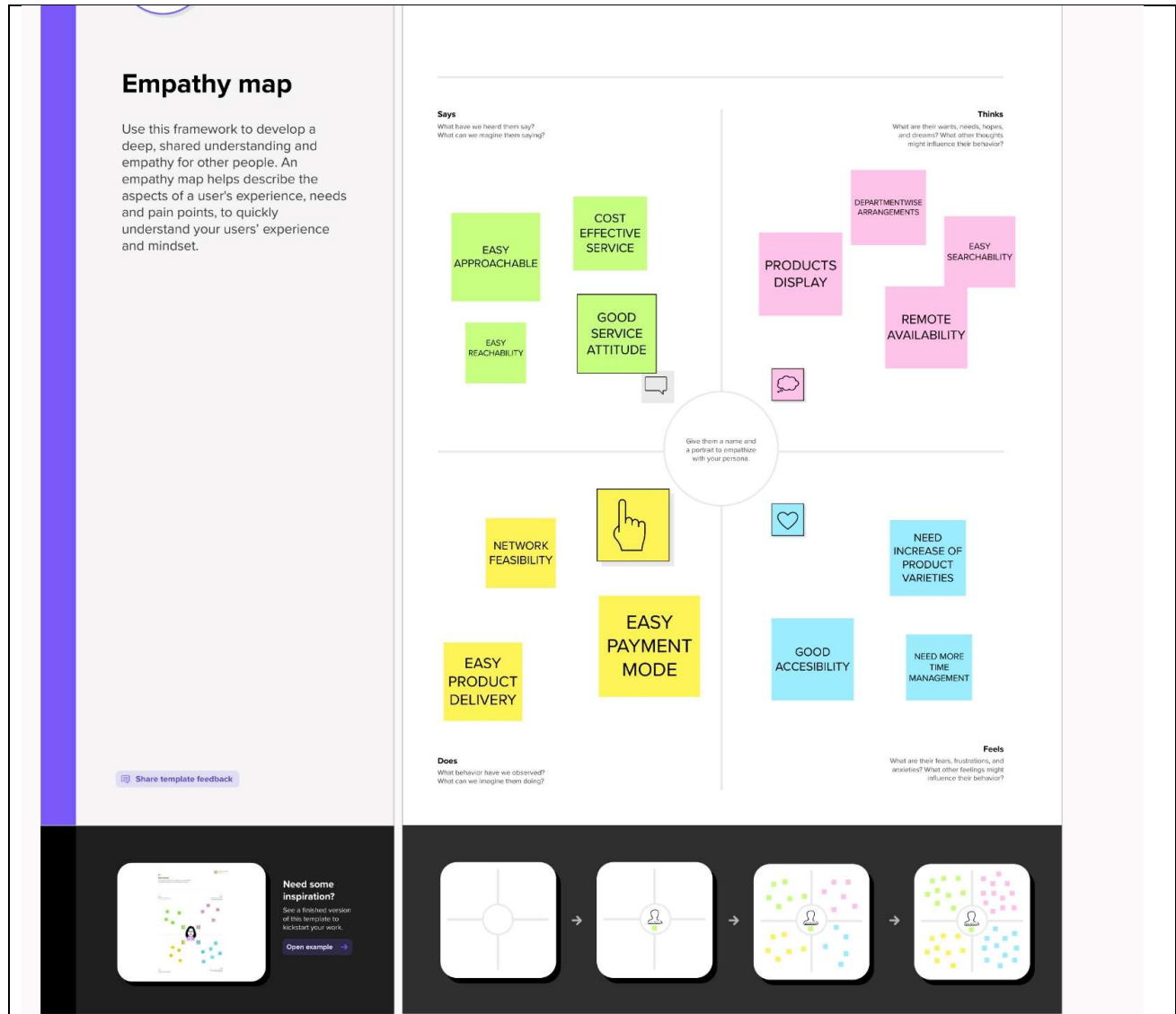
Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household etc. A CRM products owner has requested to create two applications, one is a sales app for sales reps to use this applications and store customers data, and the second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

1.2 PURPOSE:

To manage orders from retail stores and distributors, including tracking orders processing payments, and managing inventory levels. This can help field sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels.

2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHY MAP:



1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

VEERAMANI S

INCLUDE MORE PRODUCTS	SIMPLEST OF COMPLEX AND SECURE	EASY ACCESSIBILITY

SANJAY P

TRAINING ASSISTANCE	EASY PRESENT	OFFLINE ORDER PLACING

SOUNDHAR M

EASY BOOK DELIVERY	AVAILABLE IN VARIOUS AREAS	ONLINE DELIVERY

SRIDHAR R

CASH-BACK OFFER	LOW PRICE	HIGH QUALITY

VALLARASU A

BESTSelling PRODUCT AVAILABILITY	FESTIVAL OFFERS	PERSONALIZED RECOMMENDATIONS

Person 6

Person 7

Person 8

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

3. RESULT:

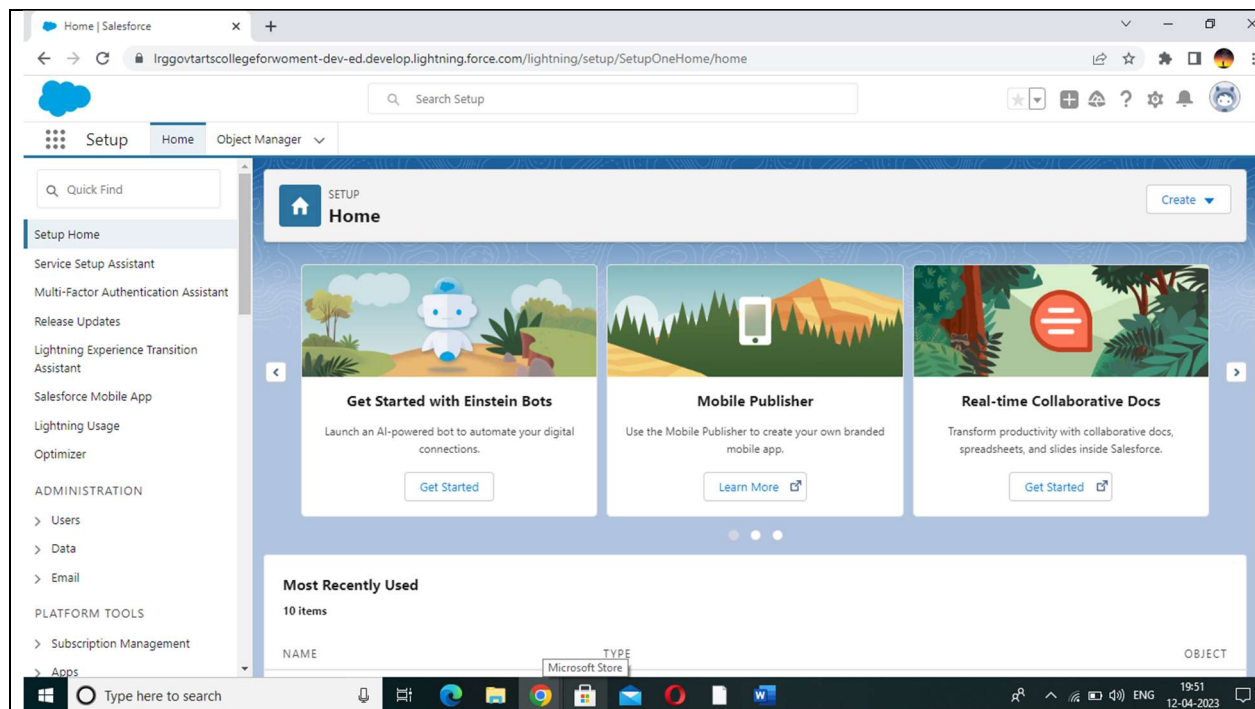
3.1.Object and fields:

OBJECT NAME	FIELDS IN THE OBJECT	
STOCKS AVAILABLES	FIELD LABLES	DATA TYPES
	Product name	Master detail (Product)
	Warehouse	Master detail (Warehouse)
WAREHOUSE	FIELD LABLES	DATA TYPES
	Warehouse name	Text (80)
	Stocks available	Master detail (Stocks available)
CONTACT	FIELD LABLES	DATA TYPES
	Account website	Formula (Text)
	Contact name	Text (80)

3.2 ACTIVITY & SCREENSHOT:

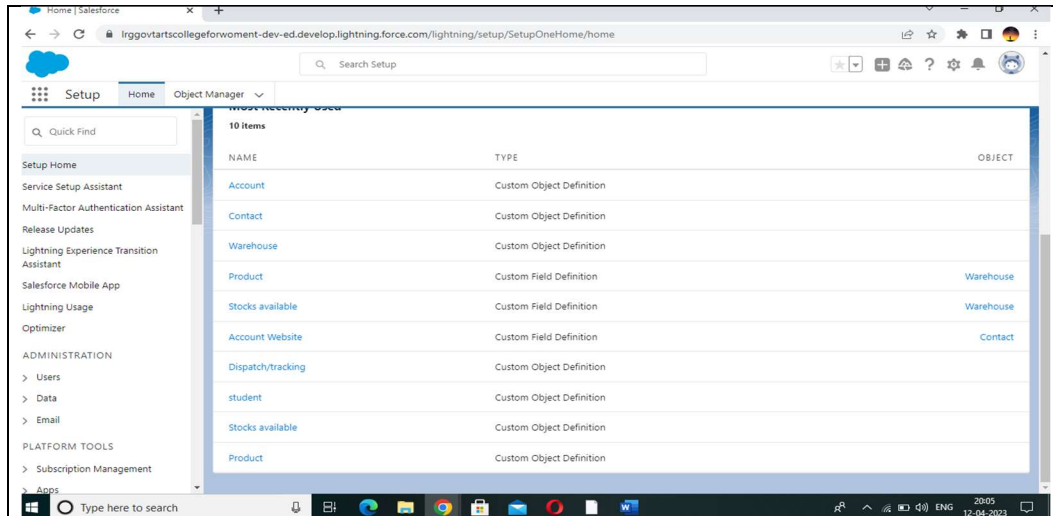
Milestone 1:

Create a developer account.



Milestone 2:

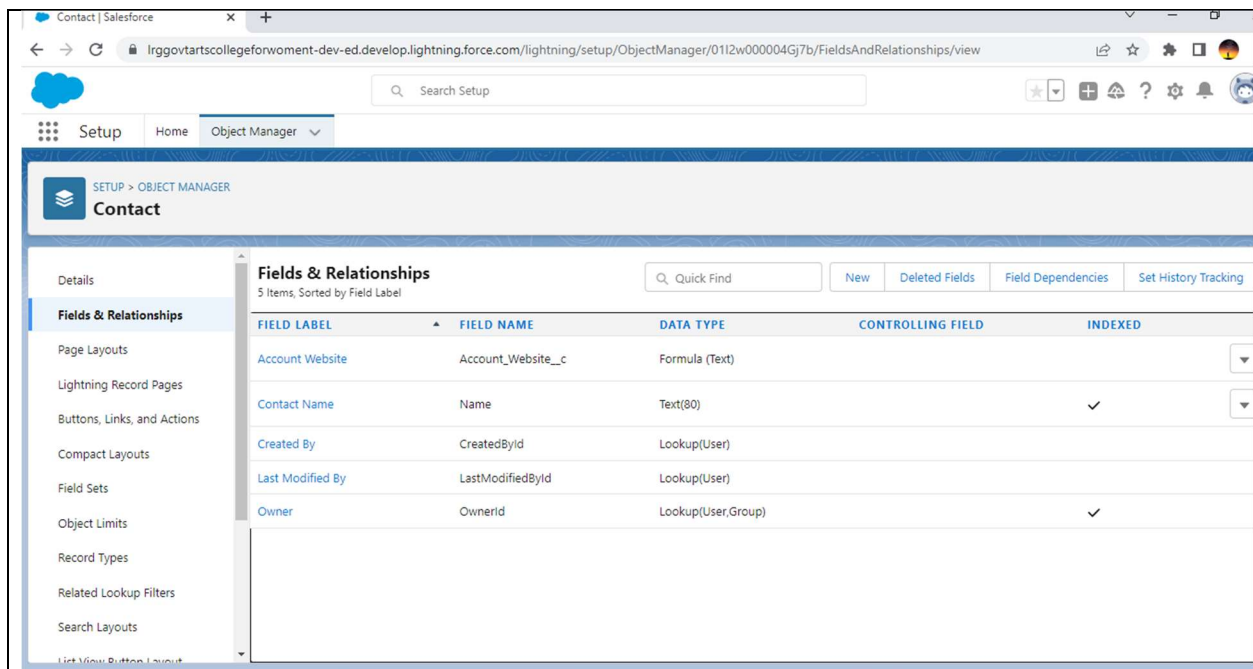
1.Create objects.



The screenshot shows the Salesforce Setup page. The left sidebar contains navigation links for Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, ADMINISTRATION (Users, Data, Email), and PLATFORM TOOLS (Subscription Management, Apps). The main content area displays a table of objects.

NAME	TYPE	OBJECT
Account	Custom Object Definition	
Contact	Custom Object Definition	
Warehouse	Custom Object Definition	
Product	Custom Field Definition	Warehouse
Stocks available	Custom Field Definition	Warehouse
Account Website	Custom Field Definition	Contact
Dispatch/tracking	Custom Object Definition	
student	Custom Object Definition	
Stocks available	Custom Object Definition	
Product	Custom Object Definition	

2.Fields available on object (contact).

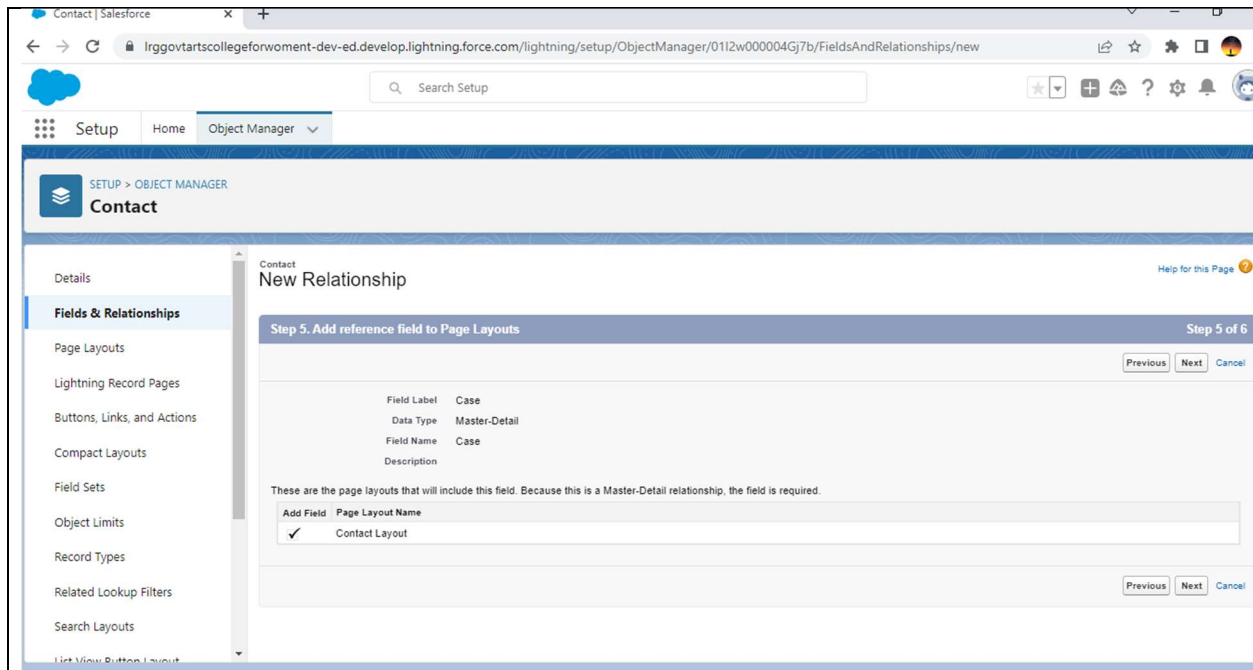


The screenshot shows the Salesforce Setup page for the Contact object. The left sidebar contains navigation links for Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area displays a table of fields and relationships.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account Website	Account_Website__c	Formula (Text)		
Contact Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

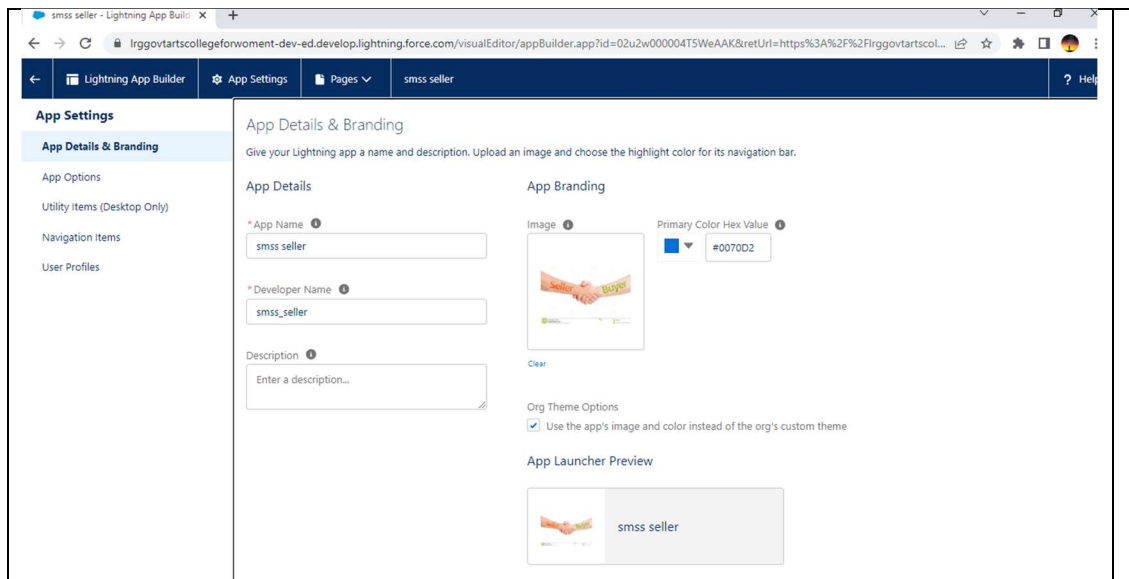
Milestone 3:

Relation between objects.



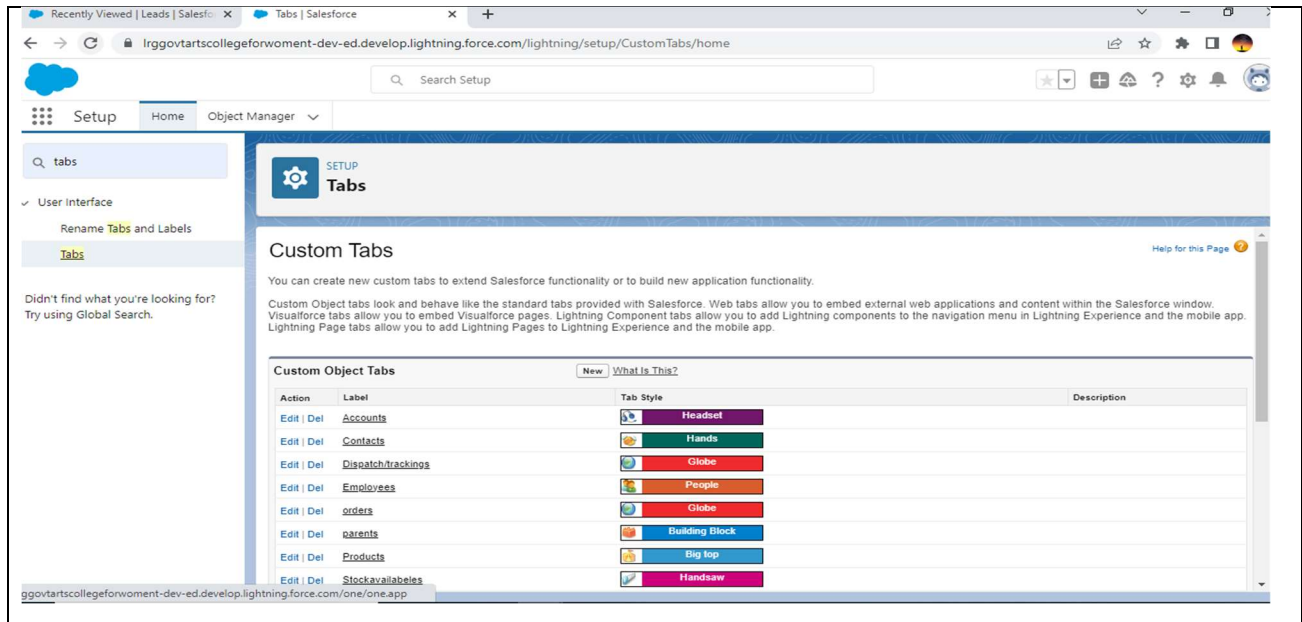
Milestones 5:

1. Creation of Application.



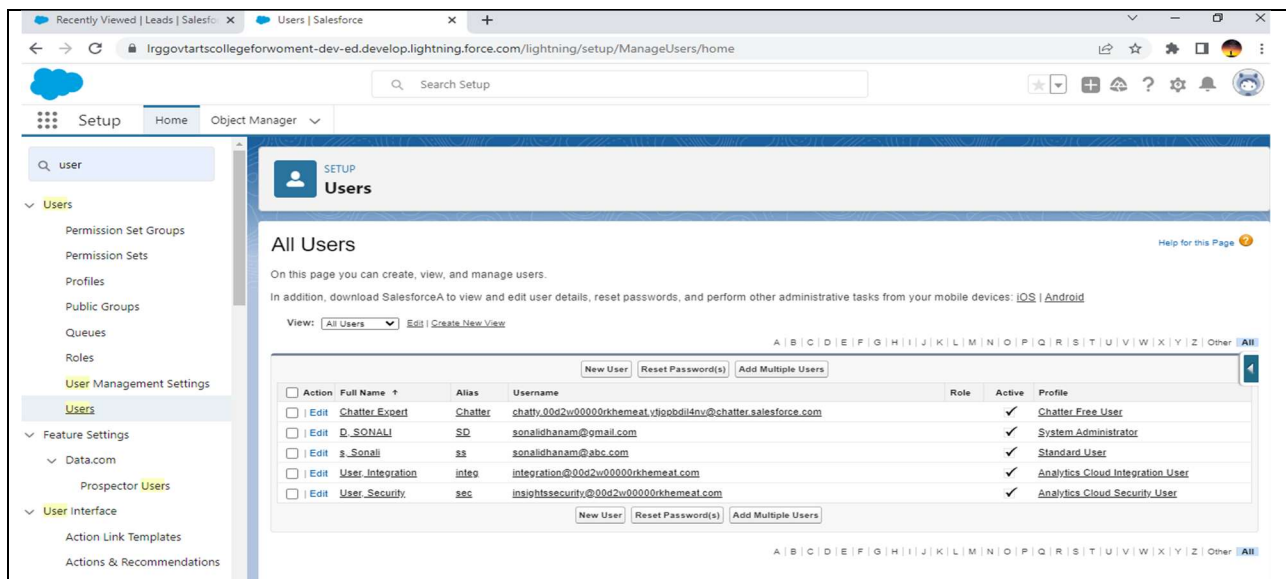
Milestone 5: Layouts

1. Creation of custom tabs



Milestone 6: user

Creation of user



Milestone 7:

Validation Rules

The screenshot shows the Salesforce Object Manager interface for a Validation Rule. The breadcrumb trail is Setup > Object Manager. The page title is "Account Validation Rule" with a "Back to Account" link. The "Validation Rule Detail" section includes fields for Rule Name, Error Condition Formula, Error Message, Description, Created By, and Modified By. The rule is active, and the error message is "Phone number must begin with + (country code)".

Validation Rule Detail	
Rule Name	Phone_number_has_international_format
Error Condition Formula	LEFT(Name, 1) <> "+"
Error Message	Phone number must begin with + (country code)
Description	
Created By	SONALI.D. 12/04/2023, 8:56 pm
Modified By	SONALI.D. 12/04/2023, 8:56 pm

Creation of cross object

The screenshot shows the Salesforce Object Manager interface for the "Warehouse" object. The breadcrumb trail is Setup > Object Manager > Warehouse. The "Fields & Relationships" section is active, showing a list of fields and their relationships. The table below lists the fields and their details.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Product	Product__c	Master-Detail(Product)		✓
Stocks available	Stocks_available__c	Master-Detail(Stocks available)		✓
Warehouse Name	Name	Text(80)		✓

Milestone 7:

Creation of report.

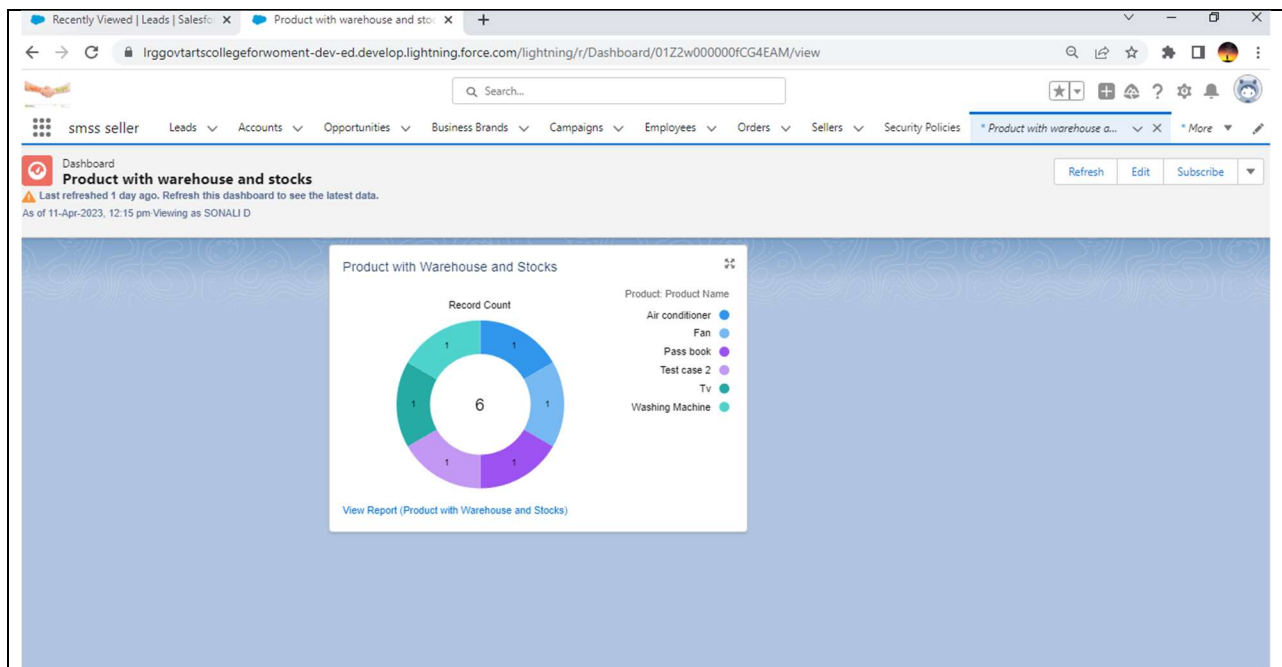
The screenshot displays the Salesforce Report Builder interface. The report is titled "Product with stock availability" and is grouped by "Warehouses". The report preview shows a table with columns for product name, warehouse name, and stock available. The data is grouped by warehouse, with subtotals for each group. The interface includes a sidebar with "Outline", "Filters", and "Columns" sections. The "Columns" section shows the selected fields: "Warehouse: Warehouse Name" and "stock available". The "Outline" section shows the report structure with "GROUP ROWS" and "GROUP COLUMNS". The "Filters" section shows the selected filters: "product name" and "stock available". The report preview shows a table with the following data:

product name	Warehouse: Warehouse Name	stock available
air conditioner (1)	Chennai	4
Subtotal		
Fan (1)	Hyderabad	3
Subtotal		
Refrigrator (1)	Mumbai	6
Subtotal		
washing machine (1)	Kolkata	2
Subtotal		
Total (4)		

The interface also includes a "To Do List" section at the bottom left and a system tray at the bottom right showing the date and time (9:51 AM, 4/20/2023).

Milestone 8: Dashboard

Creation of dashboards



4. TRAILHEAD PROFILE PUBLIC URL:

Team leader - <https://trailblazer.me/id/veers20>

Team Member 1 - <https://trailblazer.me/id/sanjay110>

Team Member 2 - <https://trailblazer.me/id/sou2002>

Team Member 3 - <https://trailblazer.me/id/sridr17>

Team Member 4 - <https://trailblazer.me/id/valla106>

5. ADVNTANGES & DISADVANTAGES:

Advantages of the project:

- Trustworthy reporting.
- Dashboards that visually showcase data.
- Improved messaging with automation.
- Proactive service.
- Efficiency enhanced by automation.
- Simplified collaboration.
- Better customer retention.

Disadvantages of the project:

- Lack of leadership.
- Changing Preference.
- Time consuming.
- False rumors.
- To closeness is not good.
- High Cost.
- Discount expectation.
- Require culture change.

6.APPLICATIONS:

- ❖ This article is for small business owners and marketers who want to learn about the benefits of CRM software for small businesses.
- ❖ CRM software is used to gather customer interactions in one central place to improve customer experience and satisfaction.
- ❖ CRM is one of the world's fastest-growing industries, expected to grow at a rate of 14% between 2021 and 2027.
- ❖ The benefits of CRM include better customer retention, increased sales and detailed analytics.

7.CONCLUSION:

In depth analysis of the current system was done. Information gathering tools such as interviews, observation and questionnaires were used to understand the current system and identify requirements. Context diagrams, and data flow diagrams were used to analysis the processes of the current system. A use case diagram was used to determine the system functional requirements of the proposed system. System requirements and user requirements will be used to determine more detailed specifications of the functionalities of the system and how the system operates.

8.FUTURE SCOPE:

- ❖ Scope of salesforce in good market but need to see how much number of people can fit into salesforce in current trend of salesforce in retail management.
- ❖ If fresher wants to get into salesforce and see himself as salesforce developer then it might be very difficult to get inside industry.

