**Phase 1: Problem Understanding & Industry Analysis**

**Goal**: Understand what we’re building and why.

**1. Requirement Gathering**

Talk to stakeholders (franchise owner, outlet managers, sales agents, quality auditors).  
**Example requirements:**

* Track all **outlets** with details (location, manager, license validity).
* Record **sales transactions** per outlet.
* Conduct **quality compliance audits** with scores/checklists.
* Generate **performance dashboards** (e.g., top outlets, sales vs target).
* Set up **alerts** (e.g., license expiry, compliance overdue).

**2. Stakeholder Analysis**

* **Admin (You)** → sets up system, manages users/objects.
* **Franchise Owner (Head Office Manager)** → monitors sales & compliance across all outlets.
* **Outlet Manager** → manages sales entries and local compliance records.
* **Quality Auditor** → performs compliance checks, enters audit results.
* **Customer Service (optional)** → logs customer complaints against outlets.

**3. Business Process Mapping**

**Flow Example:**  
Outlet registers → System creates Outlet record →  
Sales transactions logged daily →  
Monthly compliance audit scheduled →  
Compliance issues flagged →  
Reports & dashboards update →  
Franchise Owner reviews → Action taken.

**4. Industry-Specific Use Case Analysis**

In the **franchise industry** (restaurants, retail, food chains):

* Outlets must **maintain consistent quality** to protect brand reputation.
* Sales vary across outlets → need for **performance comparison**.
* License validity and compliance audits are critical to ensure **legal & brand standards**.
* Automated **reminders and dashboards** are important for proactive management.

**5. AppExchange Exploration**

* Search for apps like “**Franchise Management**” or “**Outlet Management**” on AppExchange.
* Some solutions exist (e.g., retail/store management apps), but we’ll **build a simpler custom solution** in Salesforce to learn object modeling, flows, and dashboards.