



Sri Meenakshi Govt.Arts College for Women (A),

Madurai - 625 002

Department of Physics

Naan Mudhalvan Scheme

Domain : Sales Force Associate

Project Tile :Retail management application using salesforce

Submitted by

TEAM 6

Team Lead : Ms.RUMANA BEGAM. Y

Team Member 1 : Ms. Sangeetha.K

Team Member 2: Ms.Saranya.M

Team Member 3 : Ms. Selvalakshmi. D

Mentors : Dr. K. Vijaya Kumar & Dr. P. Indra Devi

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PROJECT REPORT TEMPLATE

1 INTRODUCTION

OVERVIEW

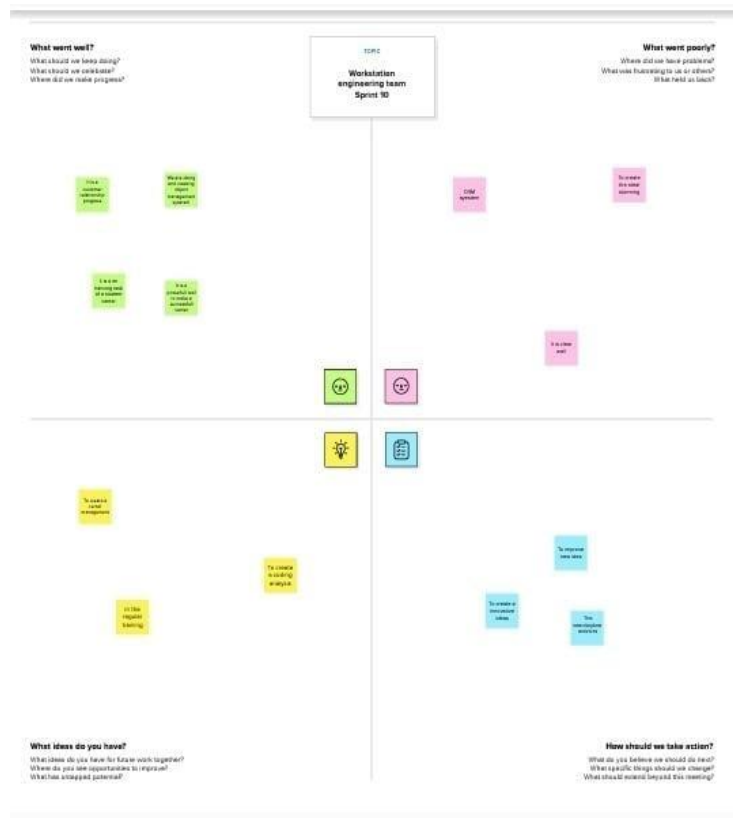
Retail management includes all the steps required to bring the customers into the store and fulfill their buying needs. Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

1.1PURPOSE

Retail Management helps in saving time and ensures that customers easily locate their desired merchandise and return home satisfied. Effective management avoids unnecessary chaos at the store and controls shoplifting to a large extent

2 PROBLEM DEFINITION &DESIGN THINKING

2.1 EMPATHY MAP



2.2 Ideation & Brainstorming Map

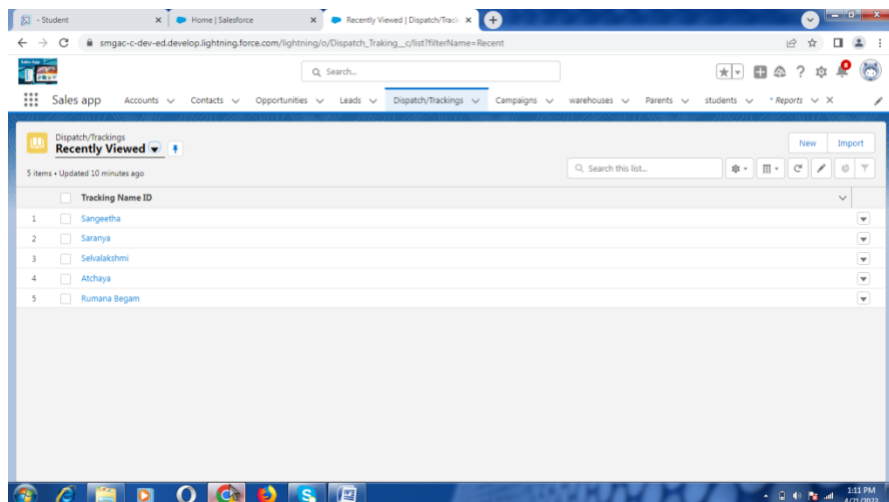


RESULT

3.1 Data Model

Obj 1 DISPATCH/TRACKING		
	Field label	Data type
	Record	Text
	Dispatched	Checkbox

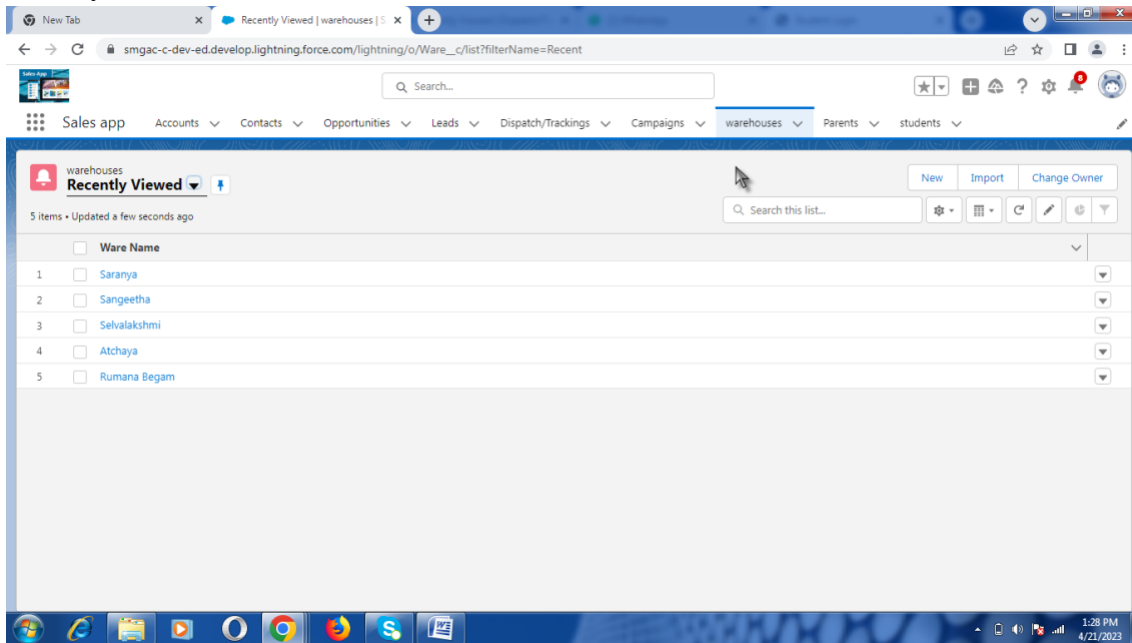
3.2 Activity&Screenshot



Description

Dispatch tracking software captures all information related to goods dispatch, movement and delivery. This data can be accessed by stakeholders like logistics Teams via cloud-based servers and data centers to monitor the entire operations and provide clients with real-time alerts and notification

Activity 2



Description

The storage of a seller inventory and the place where online orders are fulfilled

Activity 3

Leads Recently Viewed

5 items • Updated a few seconds ago

	Name	Title	Company	Phone	Mobile	Email	Lead Status	Owner Alias
1	Sangeetha K		SMGAC				Open - Not Contacted	RY
2	Saranya M		SMGAC				Open - Not Contacted	RY
3	Selva Lakshmi		SMGAC				Open - Not Contacted	RY
4	Atchaya P		SMGAC				Open - Not Contacted	RY
5	Rumana Begam		SMGAC				Open - Not Contacted	RY

Description

A Retail sales lead works at stores and is responsible for managing the staff and sales

Activity 4

Campaigns Recently Viewed

5 items • Updated a few seconds ago

	Campaign Name	Parent Campaign	Type	Status	Start Date	End Date	Responses in ...	Owner Alias
1	Saranya		Conference	Planned			0	RY
2	Selvalakshmi		Conference	Planned			0	RY
3	Sangeetha		Conference	Planned			0	RY
4	Atchaya		Conference	Planned			0	RY
5	RUMANA BEGAM		Conference	Planned			0	RY

Description

A campaign involves multiple pushes to prospects or potential customers via email ,surveys ,socialmedia ,and other channels

Trailhead Profile Public URL

Team lead <https://trailblazer.me/id/rumana2403>

Team Member 1 <https://trailblazer.me/id/sangeetha1912>

Team Member 2 <https://trailblazer.me/id/saranya2201>

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

5 ADVANTAGES

1 Customer empathy

2 Greater deliver options

3 Greater business opportunities

4 Store retailing

5 Non shop retailing

6 Company retail

DISADVANTAGES

1 Do not easily obtain loan

2 Inability to enjoy economics of scale

6 APPLICATIONS

Retail management improves overall company cohesion

Retail store management improve customer experience and boosts customer satisfaction

7 CONCLUSION

The term retail refers to the sale of goods and service to consumers to the public for consumption

8 FUTURE SCOPE

A vibrant business with a wide range of sectors retailing is home to some of the biggest corporation in the world

THANK YOU

