RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1 Introduction:

1.1 Overview:

Retail Management is a company engaged in design, manufacturing and marketing of products, and selling the products. Retail management application helps to track the products data that is how many were sold and who had bought the products, and to give support for the customers in the form of service.

1.2 Purpose:

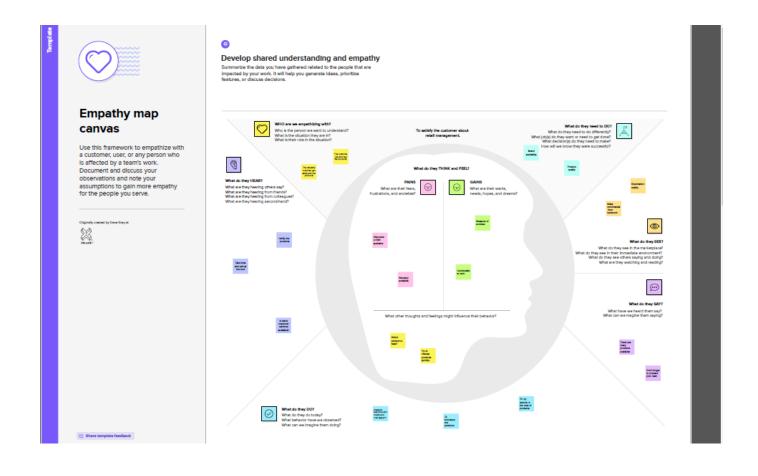
The purpose of this retail management application using salesforce is

- Sales app for sales representation to use this application.
- Store customer's data
- A service app for service representations/agents to provide support to customers in dealing cases.
- An automated sales processes with salesforce can automate sales processes
 make them more efficient.
- Track of customer's movements.
- Interactions in a centralized location.

2 Problem defining and Define thinking:

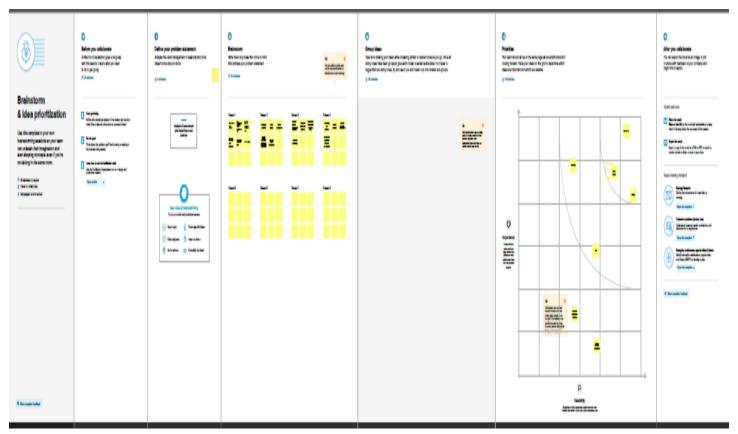
2.1 Empathy map:

Analysis the retail management of home care products.



2.2 Ideation & Brainstorming Map:

Ideation & Brainstorming map for Analysis the retail management of home care



products

3 Result:

3.1 Data Model:

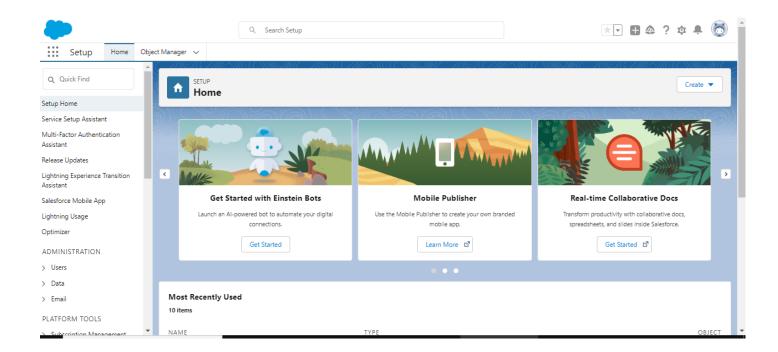
| Object Name | Fields in the object | | | |
|-----------------------|----------------------------|---------------|---|--|
| ACCOUNT | Field label | Data type | | |
| | Phone | Number | | |
| CONTACT | Field label | Data type |] | |
| | Contact Name | Text (80) | - | |
| DISPLAY/TRACKING | Field label | Data type | | |
| | Sales Order | Master-Detail | _ | |
| | Dispatched | Checkbox | | |
| SALES ORDER | Field label | Data type | | |
| | Sales Order | Checkbox | | |
| TRACKING ID | Field label | Data type | | |
| | Tracking ID | Checkbox | | |
| WAREHOUSE | Field label | Data type |] | |
| | Product Name | Text (30) | | |
| | Stock Availability | Text (30) | | |
| STOCK AVAILABILITY | Field label | Data type | | |
| | Stock Availability Name | Text (80) | | |

3.2Activities & Screenshot:

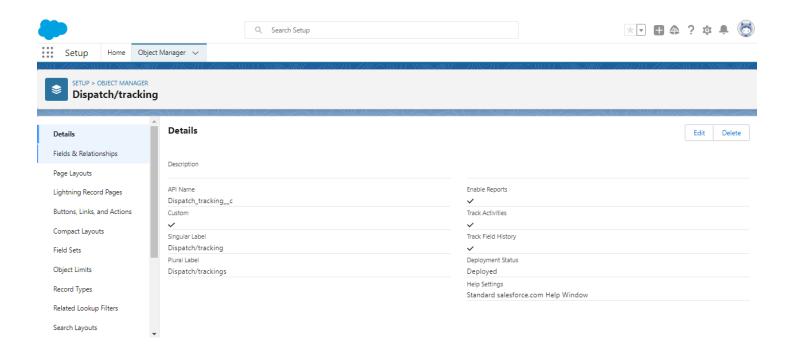
MILESTONE - 1

Creating Developer Account

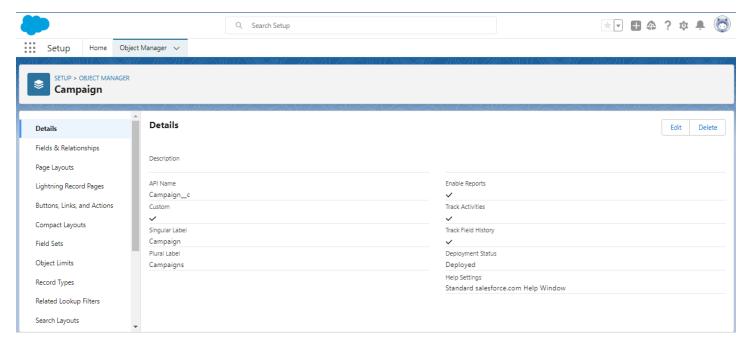
In this screenshot shows my developer salesforce account's log in page



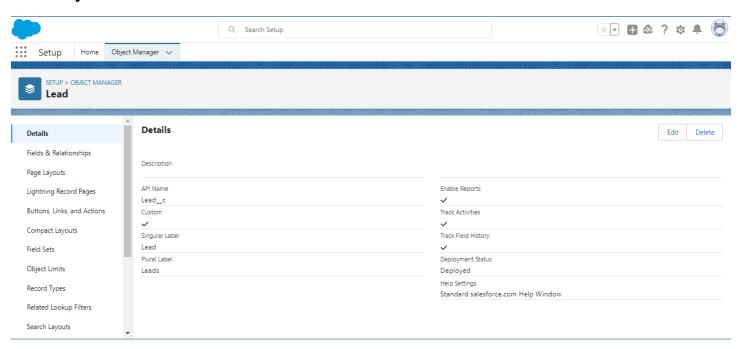
Creation Of Object Dispatch/ Tracking:



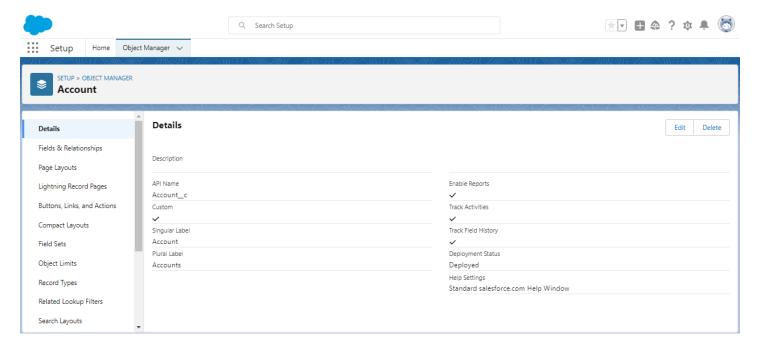
Campaign Object screenshot:



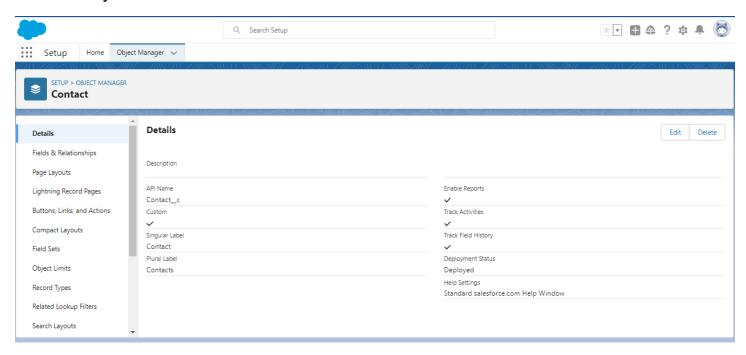
Lead object screenshot:



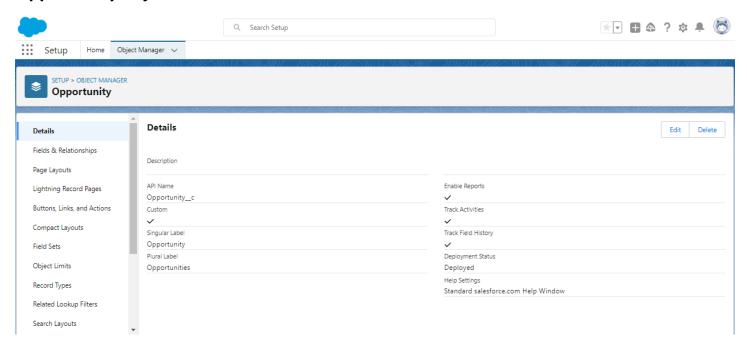
Account object screenshot:



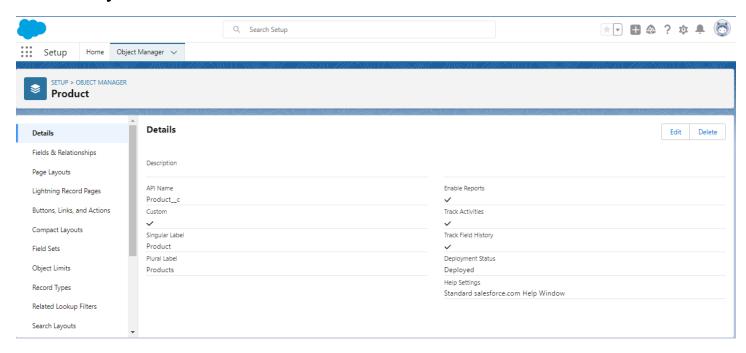
Contact object screenshot:



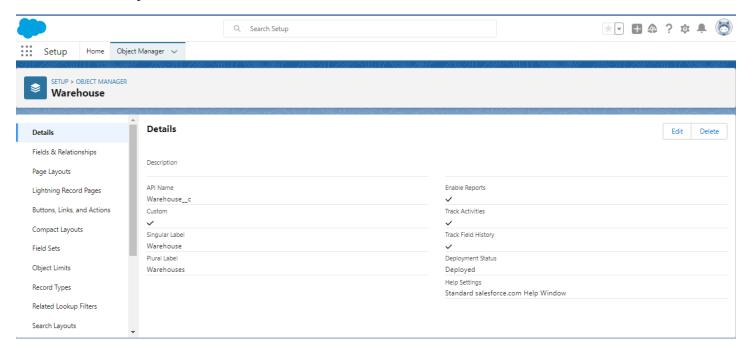
Opportunity object screenshot:



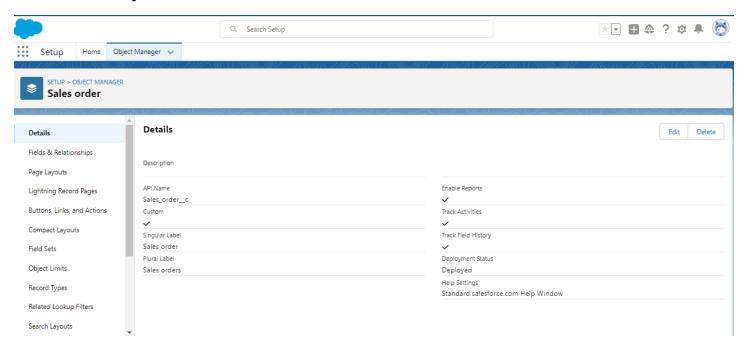
Product object screenshot:



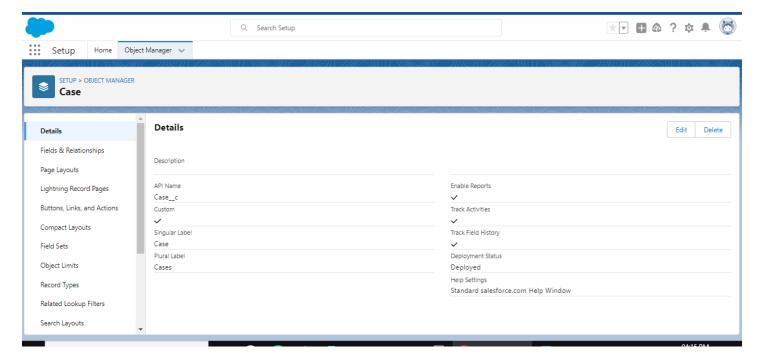
Warehouse object screenshot:



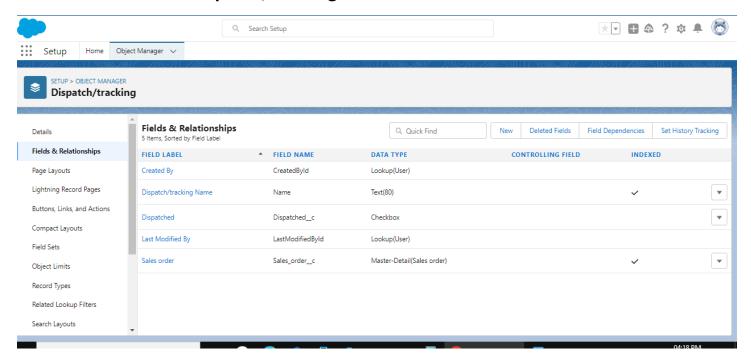
Sales order object screenshot:



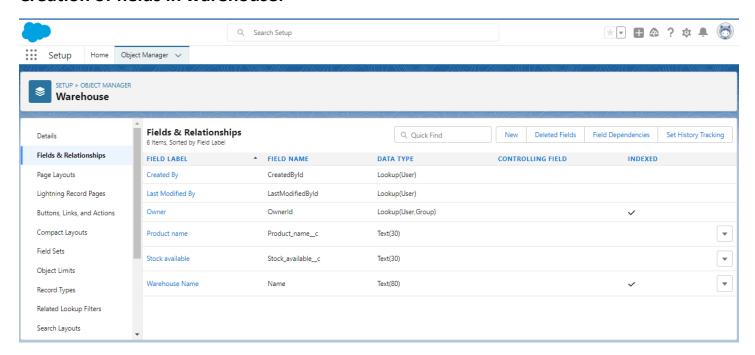
Cases object screenshot:



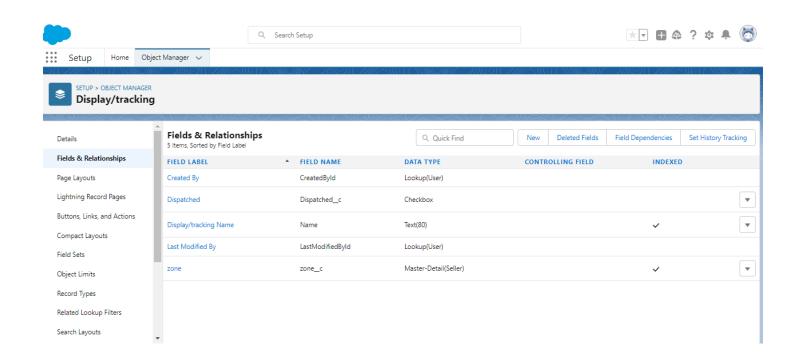
Creation of fields on Dispatch/tracking:



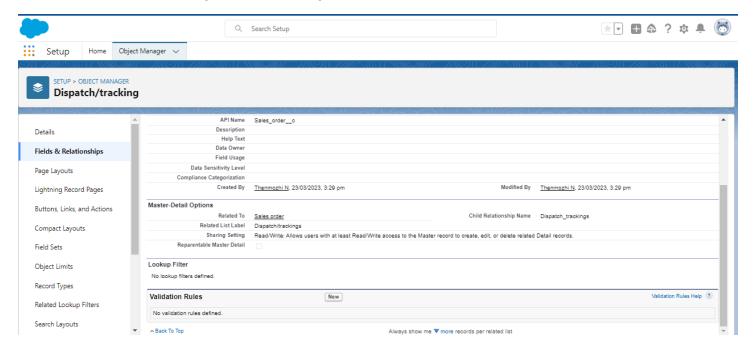
Creation of fields in warehouse:



Creation of fields in display/tracking:

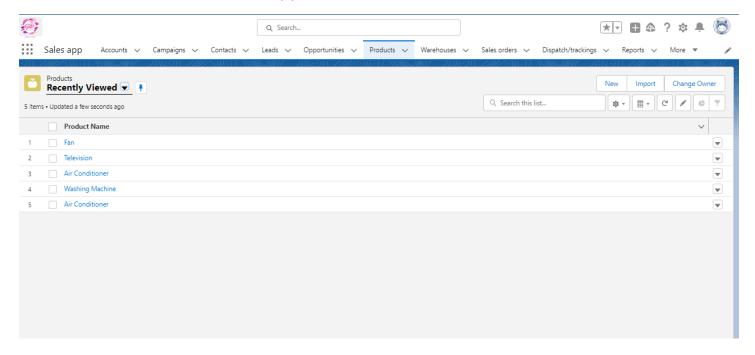


Creation of relationship between objects:

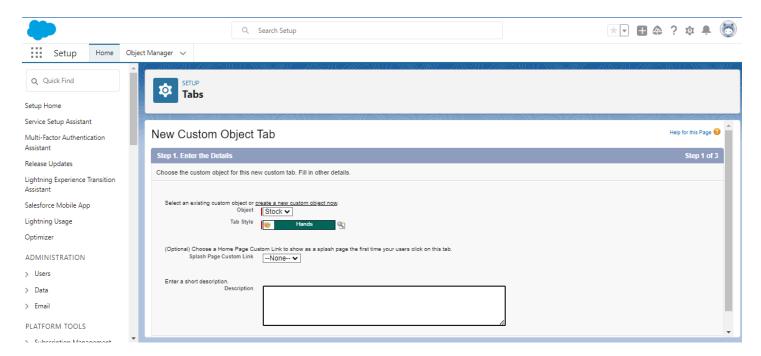


Creation of Application:

In this screenshot shows Sales App.

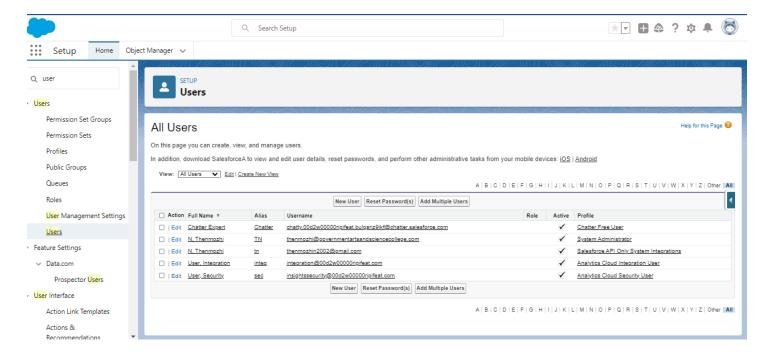


Creation of Tabs:



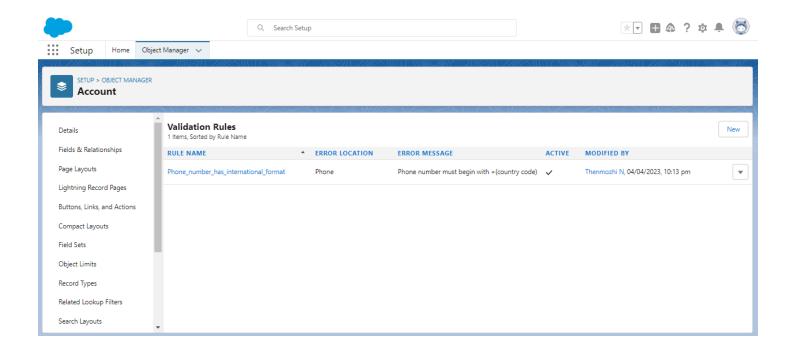
MILESTONE-6

Creation of User:



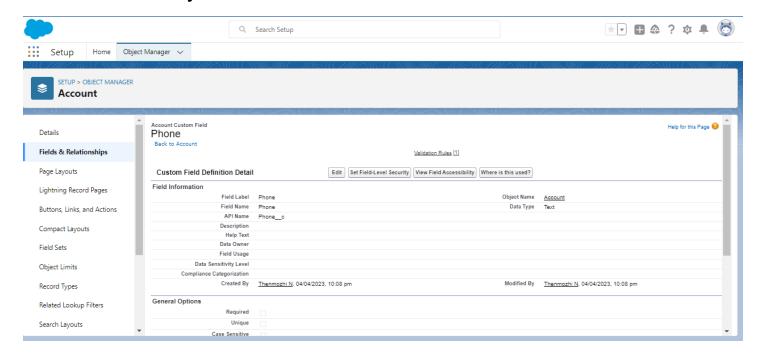
Validation Rule:

In this screenshot shows Creation Of validation rule

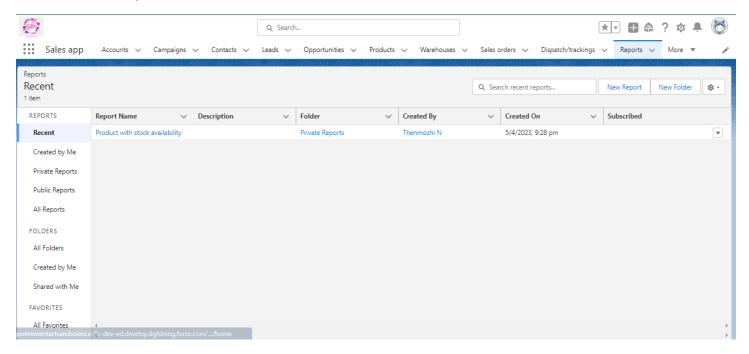


Activity-2

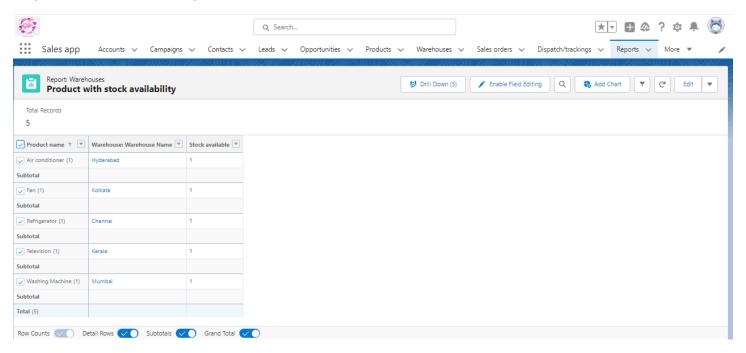
Creation of cross object:



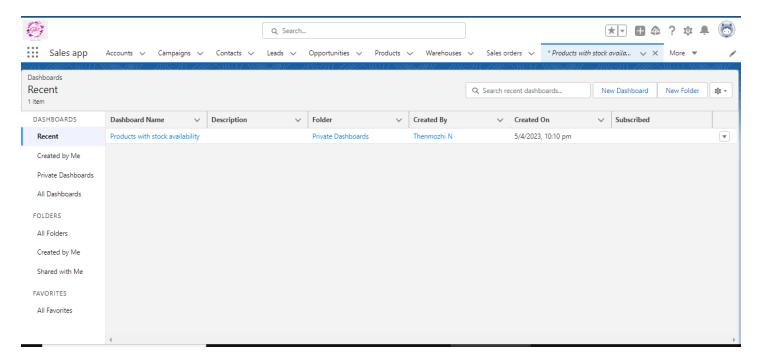
Creation of Report:



Report for home care products:

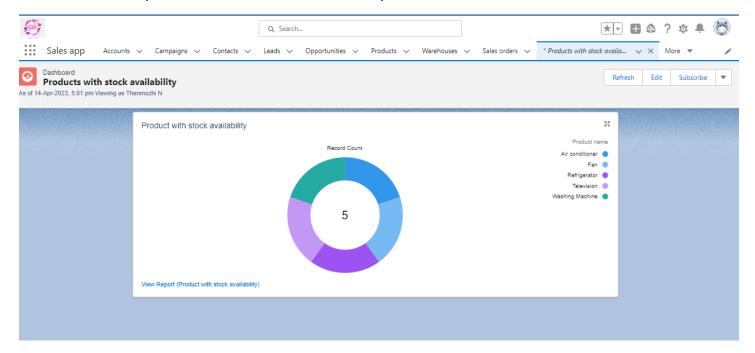


Creation of Dashboard:



Profile of Dashboard:

Dashboard for product with stock availability.



4 Trailhead Profile Public URL:

| TEAM POSITION | NAME | URL |
|------------------|---------------|--|
| TEAM LEADER | N. Thenmozhi | https://trailblazer.me/id/thenn54 |
| TEAM MEMBER_1 | G. Sandhiya | https://trailblazer.me/id/sandg39 |
| TEAM MEMBER_2 | G. Kamesh | https://trailblazer.me/id/strailhead |
| TEAM MEMBER_3 | M. Thangarasu | https://trailblazer.me/id/mthangarasu1 |

5 Advantages and disadvantages:

Advantages:

- Track and increase customer lifetime values.
- Identify our best customers.
- Get new customers.
- Keep the customers engaged.
- Build our brand.
- Provides the foundation on which supply chain processes execute transactions manage make.

Disadvantages:

- Limited access.
- Costs.
- Collect irrelevant data.
- Data security.
- Increased risk of job cuts.
- Closure of high streets in favour of online business.
- Spam and advertising.
- The cost of networking is very high.

6. Applications:

- The mobile app allows your sales team to address customer needs quickly.
- It improves customer relationships.
- A mobile app boosts inventory.
- It provides instant access to product information.

7 Conclusion:

Today most of the traffic online is powered by mobile devices. Getting a app for your business puts you in the right position to leverage this trend. From the branding perspective to customer service and marketing, there are hardly any departments of your business that won't benefit from incorporating a mobile app.

8. Future Scope:

Retail management has become one of the fastest growing thing in the industry with the tremendous growth in the economy. Retail Market of India is the most attractive and emerging market in the world and has demanded more number of trained professionals in this field. It strives to create a new generation of smart retail professional of international caliber and aims to equip them with the best practices being across the globe.