

# RETAIL MANAGEMENT APPLICATION USING SALESFORCE

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**SMARTBRIDGE**  
Let's Bridge the Gap

## 1) INTRODUCTION

### 1.1 Overview


*Effective retail management requires a combination of strategic thinking, operational excellence, and strong leadership skills to drive success and profitability.*

#### 1.1 Purpose

*The purpose of retail management is to oversee the daily operations of a retail business and ensure that it operates efficiently, effectively, and profitably. Retail management involves a wide range of activities, including managing inventory, ensuring customer satisfaction, hiring and training employees, creating marketing and sales strategies, analyzing sales data, and maintaining financial records.*

## 2) Problem Definition & Design Thinking

### 2.1 Empathy Map



**Empathy map**

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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**Says**

What have we heard them say?  
What can we imagine them saying?

All types shipment facilities ( Ship, Flight)

Communicate expectations to employees and set goals

Analyze sales data and make decisions about inventory and pricing

Respond to customer feedback and complaints

Attend industry events and stay up-to-date on trends

Company goals and objectives

Respond to customer feedback and complaints

Exclusive offerings

**Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Low prices and Quality things

Variety of products and good quality

Some people like to shop in person, want to touch and feel the product

They feel more comfortable taking a purchase home with them than waiting for a delivery

Exchange products

Frustrated with employee performance or customer behavior

customers are well satisfied

Worried about the competition or industry challenges

**Does**

What behavior have we observed?  
What can we imagine them doing?

**Feels**

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

**Retail Management Application**

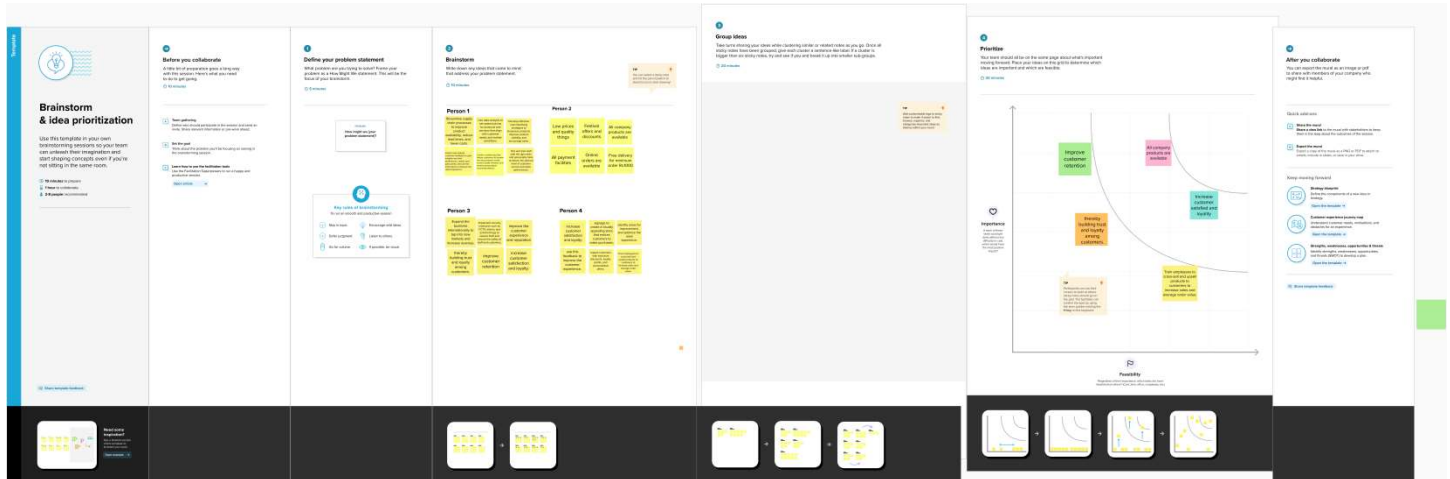
**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#)



## 2.2 Ideation & Brainstorming Map



**Brainstorm & idea prioritization**

Use this template if you want brainstorming sessions to your team can release their imagination and start shaping concepts over if you're not sitting in the same room.

**Before you collaborate**

Collaboration is a process that involves working together to achieve a common goal. It's a process that involves working together to achieve a common goal. It's a process that involves working together to achieve a common goal.

**Define your problem statement**

What is the problem you are trying to solve? What is the problem you are trying to solve? What is the problem you are trying to solve?

**Brainstorm**

Brainstorming is a process of generating ideas. It's a process of generating ideas. It's a process of generating ideas.

**Group ideas**

Group ideas are ideas that are generated by a group of people. It's a process of generating ideas. It's a process of generating ideas.

**Prioritize**

Prioritization is a process of ranking ideas based on their importance and feasibility. It's a process of ranking ideas based on their importance and feasibility.

**After you collaborate**

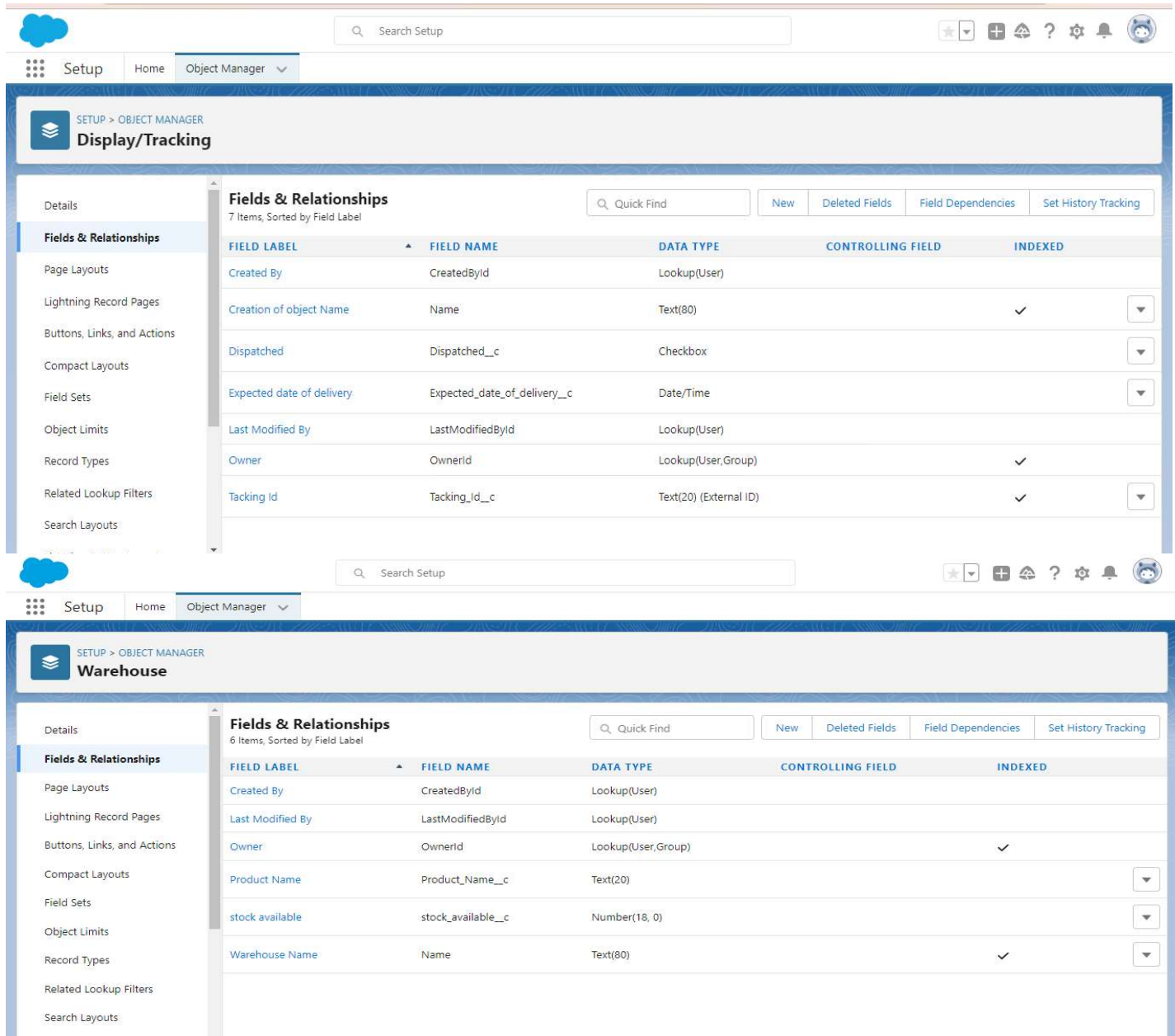
After you collaborate, you should have a clear understanding of the problem and a set of ideas that you can use to solve it. It's a process of generating ideas.

### ***3)Result***

#### **3.1 Data Model:**

Object Name	Fields in the Objects	
1)Display Tracking	Field Label	Data Type
	Dispatched	Checkbox
	Expected date of delivery	Date/Time
	Tracking Id	Text
2)Warehouse	Field Label	Data Type
	Product Name	Text
	Stock Available	Number

## 3.2 Activity & Screenshot



The screenshot displays the Salesforce Setup interface, specifically the 'Object Manager' section. The interface is divided into two main panels: 'Display/Tracking' and 'Warehouse'.

**Display/Tracking Panel:**

- Fields & Relationships:** 7 Items, Sorted by Field Label. This section contains a table with the following data:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Creation of object Name	Name	Text(80)		✓
Dispatched	Dispatched__c	Checkbox		
Expected date of delivery	Expected_date_of_delivery__c	Date/Time		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Tacking Id	Tacking_Id__c	Text(20) (External ID)		✓

**Warehouse Panel:**

- Fields & Relationships:** 6 Items, Sorted by Field Label. This section contains a table with the following data:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Product Name	Product_Name__c	Text(20)		
stock available	stock_available__c	Number(18, 0)		
Warehouse Name	Name	Text(80)		✓

#### ***4)Trailhead Profile Public URL***

***Team Lead :*** <https://trailblazer.me/id/velmg>

***Team Member 1 -*** <https://trailblazer.me/id/vasat9>

***Team Member 2 -*** <https://trailblazer.me/id/tbasha9>

***Team Member 3 -*** <https://trailblazer.me/id/bdharshini2>

***Team Member 4 -*** <https://trailblazer.me/id/ranjs32>

#### ***5)Advantages & Disadvantages***

##### ***Advantages of Retail management***

***1. Increased Sales:*** Effective retail management can lead to an increase in sales through effective inventory management, merchandising, and sales techniques.

***2. Customer Satisfaction:*** Retail management helps in creating a positive customer experience by maintaining the quality of the products and services offered, and providing excellent customer service.

***3. Cost Control:*** Effective retail management can lead to cost savings through efficient inventory management, staffing, and operational practices.

*4. Improved Brand Image: Successful retail management can improve the brand image and reputation of a business, leading to increased customer loyalty and trust.*

*5. Better Decision Making: Retail management provides data and insights that help businesses make informed decisions about pricing, promotions, and product offerings.*

## ***Disadvantages of Retail management***

*1. High Competition: Retail management operates in a highly competitive environment, making it challenging to stand out from the competition.*

*2. High Staff Turnover: Retail management has high staff turnover rates, which can impact productivity and customer service.*

*3. Technological Challenges: Keeping up with the latest technology can be costly, and retail management may struggle to keep up with the fast-paced technological advancements.*

*4. Seasonal Fluctuations: Retail management is affected by seasonal fluctuations, which can impact sales and profitability.*

*5. External Factors: Retail management is vulnerable to external factors such as economic conditions, natural disasters, and changes in consumer behavior, which can impact sales and profitability.*

## ***6)Application***

*1. Inventory Management: Retail management helps businesses manage their inventory by tracking stock levels, monitoring sales trends, and identifying slow-moving items. Effective inventory management can reduce waste, increase sales, and improve customer satisfaction.*

*2. Point of Sale (POS) Systems: POS systems are an essential tool in retail management. They allow businesses to process sales transactions, track sales data, manage inventory, and generate reports. POS systems can also integrate with other retail management tools, such as customer relationship management (CRM) software.*



*3. Customer Relationship Management (CRM): Retail management involves managing customer relationships through CRM systems. These systems allow businesses to track customer behavior, preferences, and purchase history, and use that information to personalize marketing efforts and improve customer satisfaction.*

*4. Staff Management: Retail management includes managing staff, including scheduling, training, and performance management. Effective staff management can improve productivity, reduce turnover, and enhance the customer experience.*

*5. Overall, the applications of retail management are essential for businesses to streamline their operations, improve efficiency, and increase profitability.*

## **7)Conclusion**

*Businesses in the retail industry need to implement effective retail management strategies to remain competitive and profitable in today's fast-paced and ever-changing retail environment.*

## **8)Future Scope**

*The future of retail management is exciting and challenging. Retailers must adapt to changing consumer behavior and new technologies to remain competitive and profitable in the fast-paced retail environment.*