GOVERNMENT ARTS COLLEGE,UDHAGAMANDALAM

DEPARTMENT OF PHYSICS

Mentor: Dr S.Venkateshwari

Team leader: Mohamed Aboo Bakkar Sidhik

Team member 1: Mohamed yaseen

Team member 2: Deena.es

Team member 3: kowsick.jr

1.Introduction

1.1Overview

A CRM product owner has requested to create two applications, one is a sales app for sales reps to use this application and store customers data, and the second application is a service app for service reps/agents to provide support to customers in dealing cases. To generate business on top of the customers.

Salesforce can be used 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.

1.2 Purpose

Salesforce is the ultimate sales automation platform for retailers. It allows you to manage your customer relationship management (CRM) data, create powerful sales processes, and track leads and sales activities in real-time.

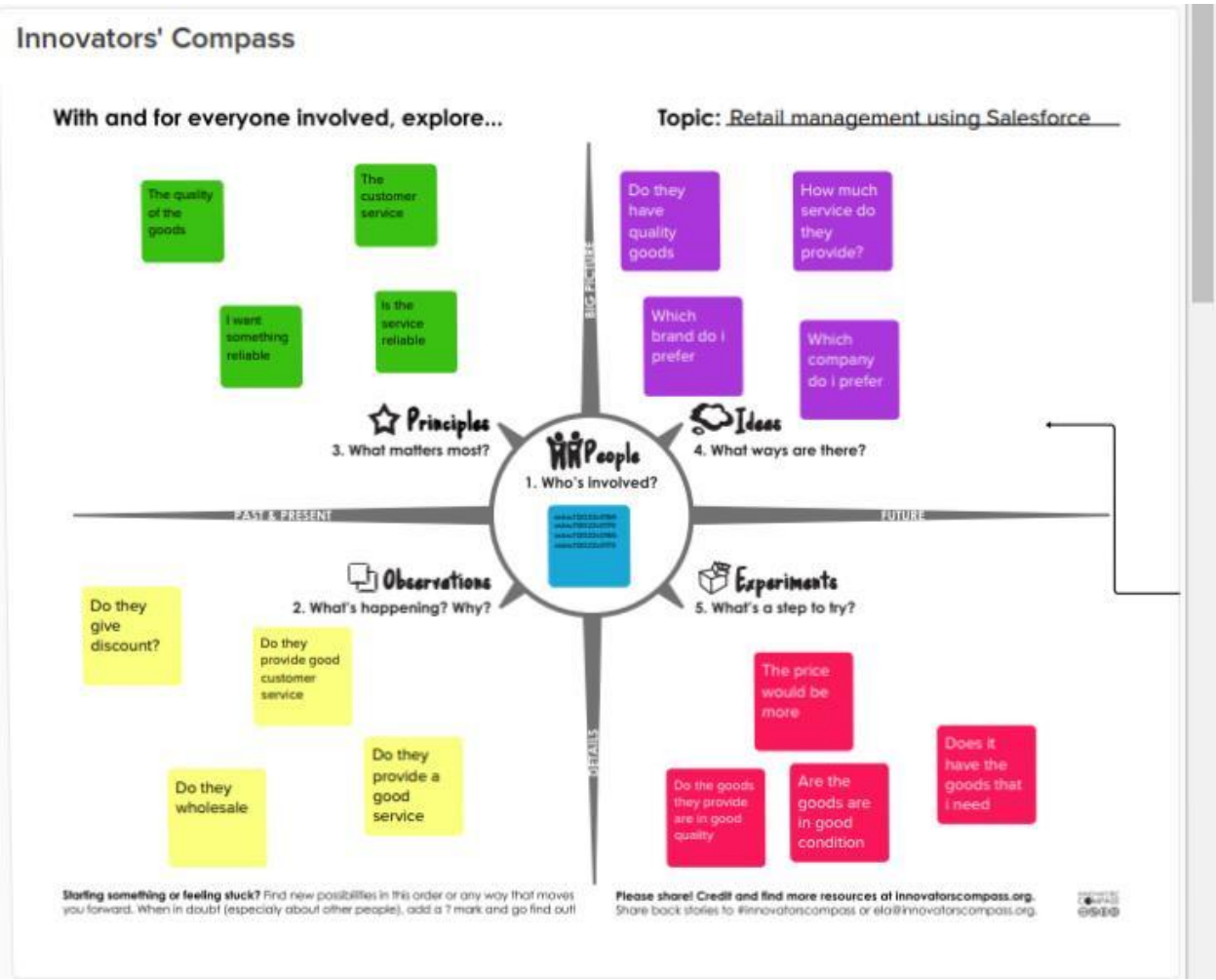
With Salesforce, you can easily create customer profiles, track customer interactions and preferences, and automatically generate quotes and proposals. You can also monitor lead flow and conversion rates, measure marketing initiatives, and more when you use Salesforce for retail industry.

In addition to its core sales functionality, Salesforce offers a host of other features that are perfect for retail businesses. These include customer service tools, market analysis tools, supply chain management capabilities, and more.

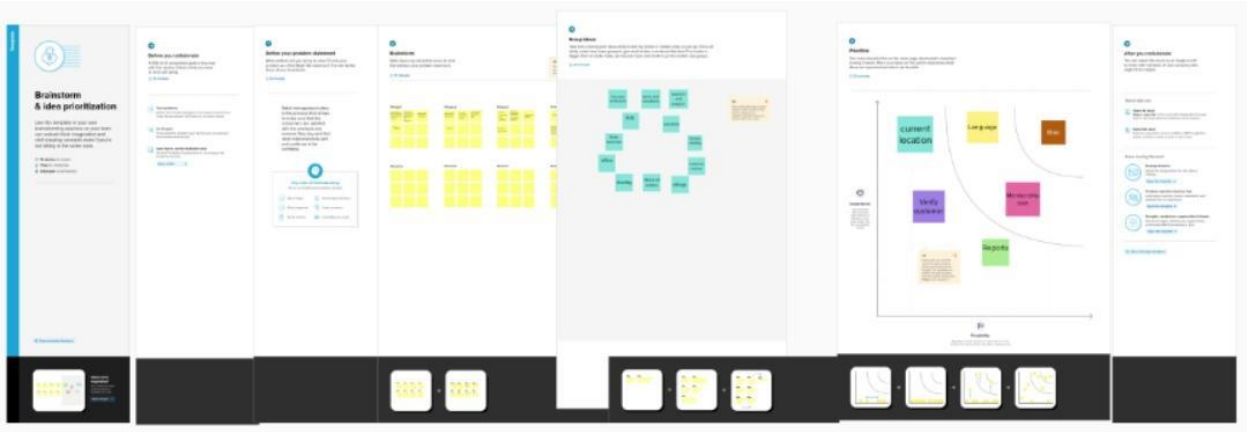
Overall, Salesforce is an extremely powerful platform that can help retailers streamline their sales processes and improve their overall performance. If you're also looking for a platform that can help you automate your entire sales process, then Salesforce is definitely worth considering.

2 Problem defination and design tracking

2.1 empathy map



2.2 ideation and brain storm map



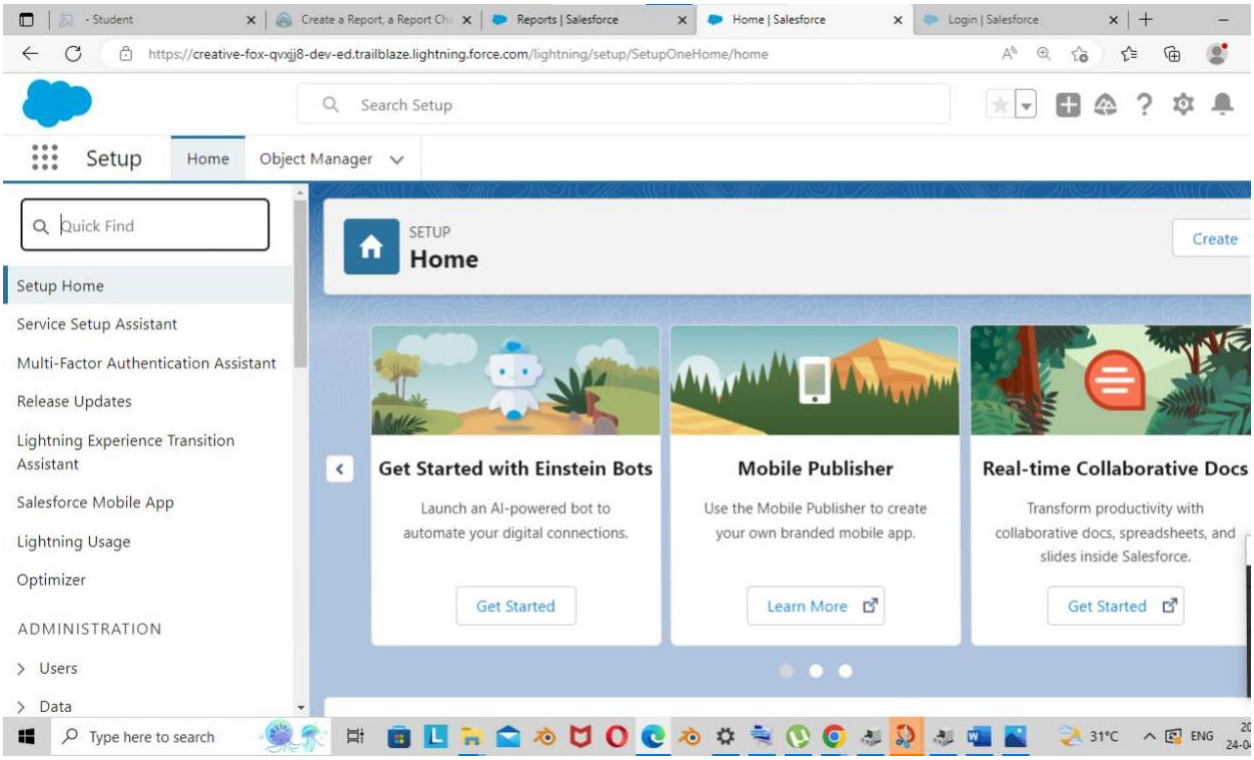
https://app.mural.co/t/retailmanagement1372/m/retailmanagement1372/1679131062163/8678278800f4ca22e33fd55d302f8f736da0ddad?sender=ud9d68424c7bdf61ff39d8460

3.2 Activity and & Screenshot

Milestone 1: creation of developer account

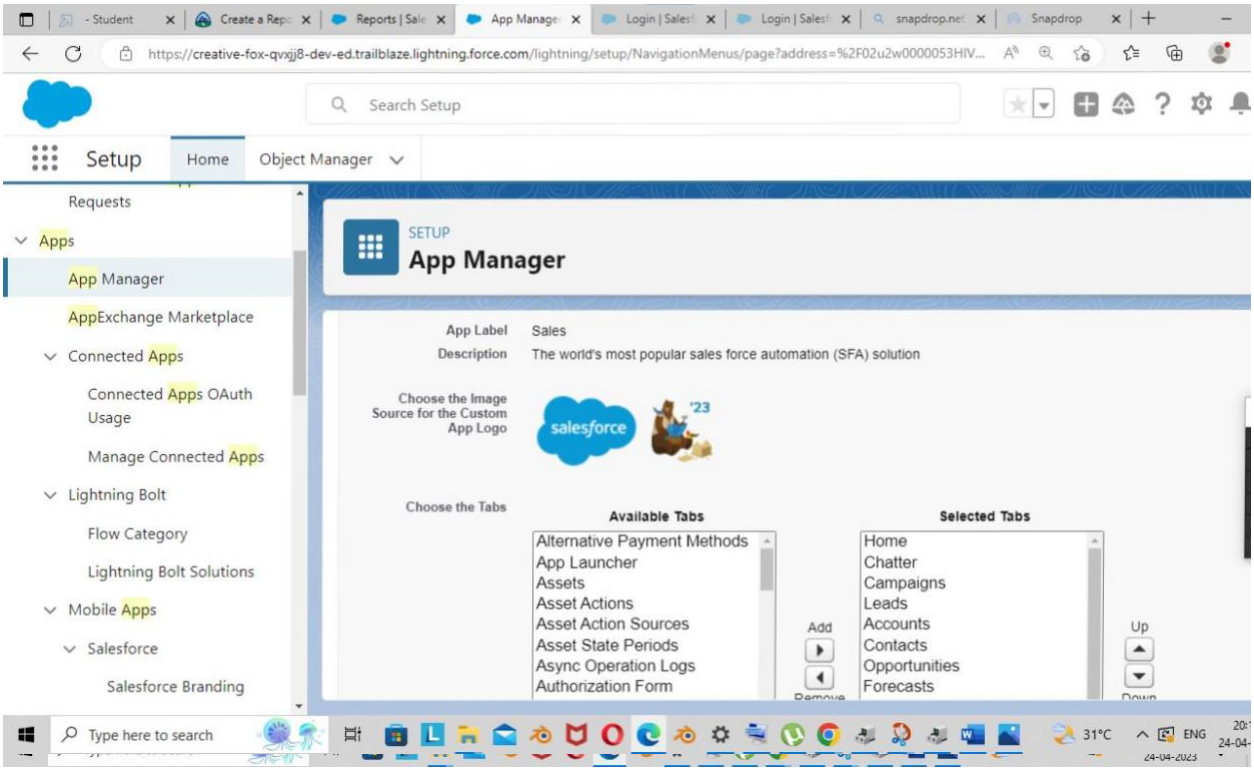
Description:

We had created a developer account and verified it for Salesforce object



Milestone 2:Object

Created standard objects and custom objects


Search Setup
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Home
Object Manager
Requests
Apps
App Manager
AppExchange Marketplace
Connected Apps
Connected Apps OAuth Usage
Manage Connected Apps
Lightning Bolt
Flow Category
Lightning Bolt Solutions
Mobile Apps
Salesforce
Salesforce Branding
SETUP
App Manager
App Label
Sales
Description
The world's most popular sales force automation (SFA) solution
Choose the Image Source for the Custom App Logo
Choose the Tabs
Available Tabs
Alternative Payment Methods
App Launcher
Assets
Asset Actions
Asset Action Sources
Asset State Periods
Async Operation Logs
Authorization Form
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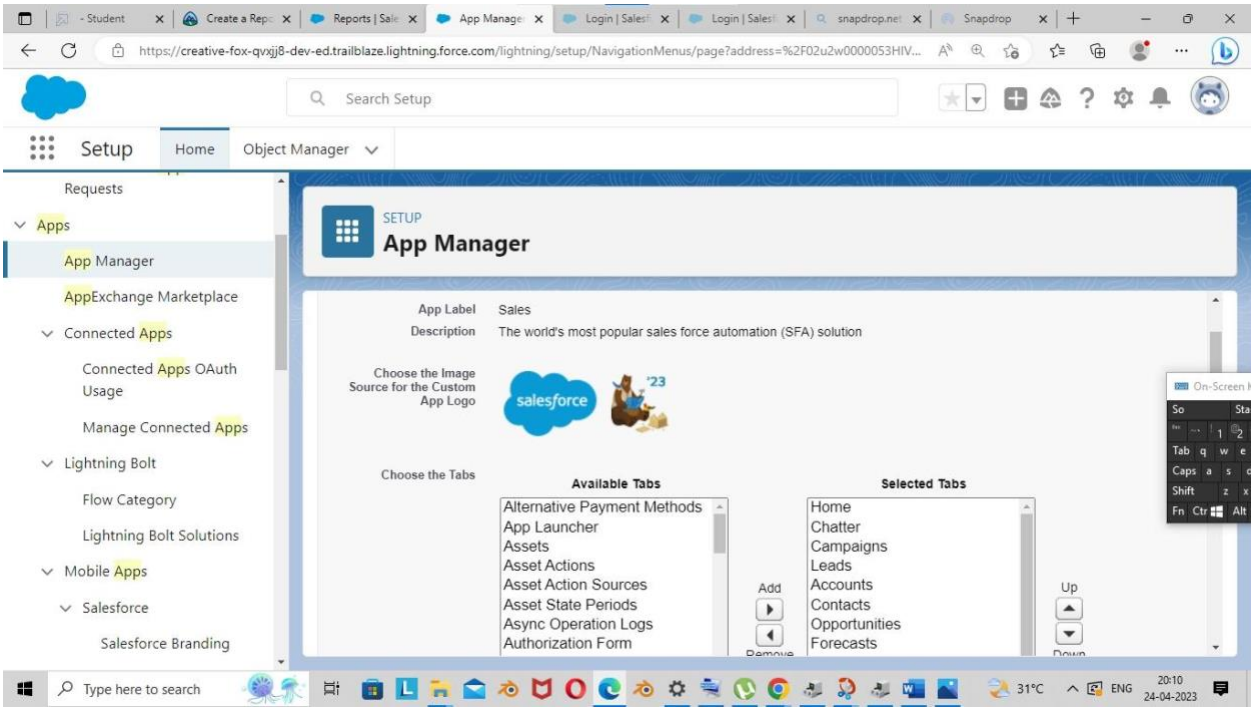
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Connected Apps
Connected Apps OAuth Usage
Manage Connected Apps
Lightning Bolt
Flow Category
Lightning Bolt Solutions
Mobile Apps
Salesforce
Salesforce Branding
SETUP
App Manager
App Label
Sales
Description
The world's most popular sales force automation (SFA) solution
Choose the Image Source for the Custom App Logo
Choose the Tabs
Available Tabs
Alternative Payment Methods
App Launcher
Assets
Asset Actions
Asset Action Sources
Asset State Periods
Async Operation Logs
Authorization Form
Add
Remove
Selected Tabs
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Campaigns
Leads
Accounts
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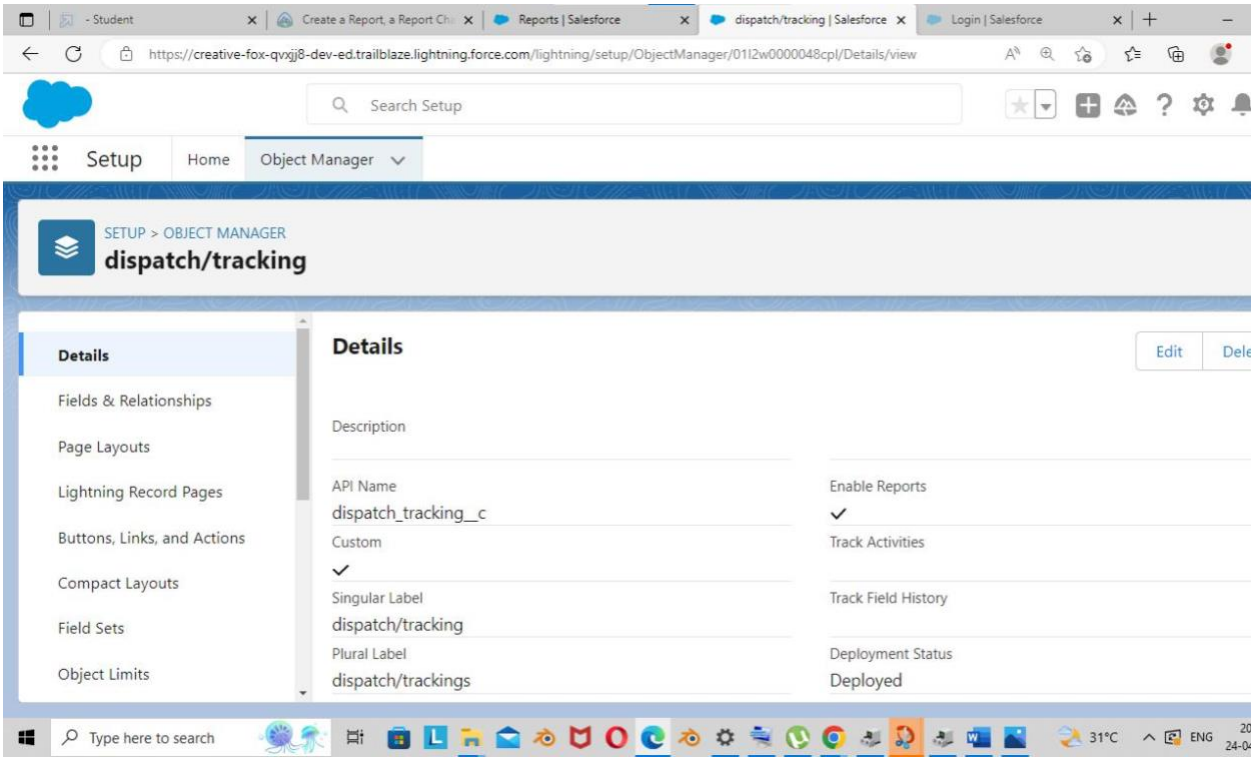
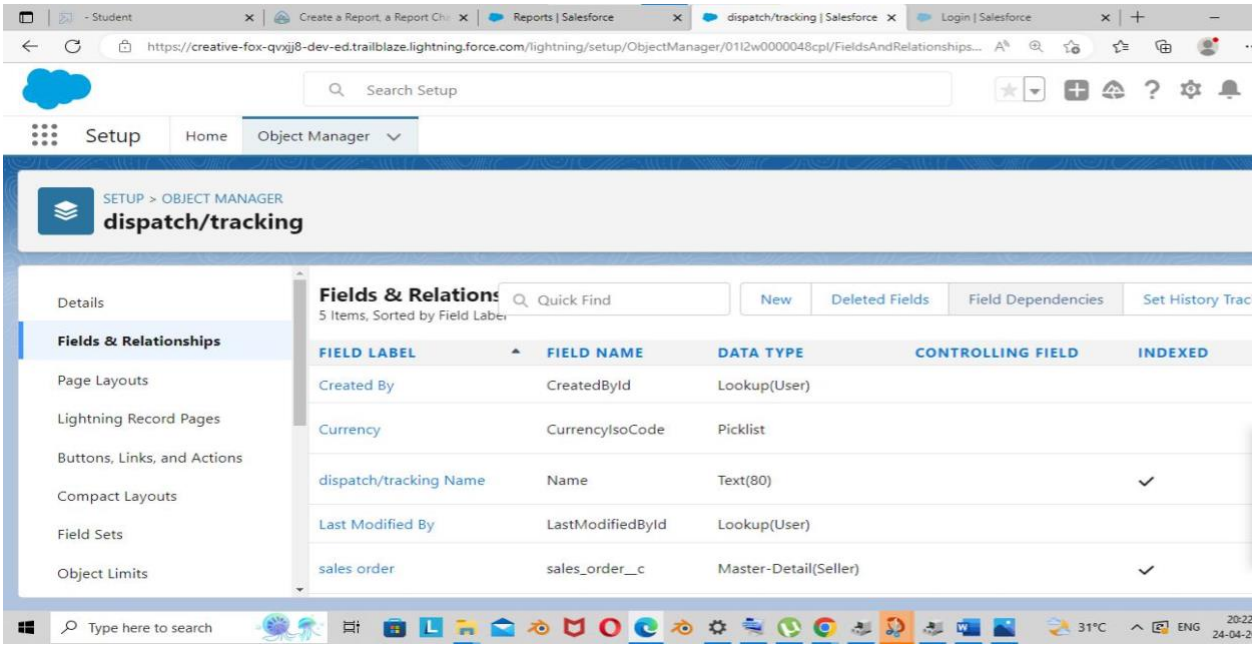
Activity 2-creation custom objects dispatch/tracking



Milestone 3:Fields

Description:

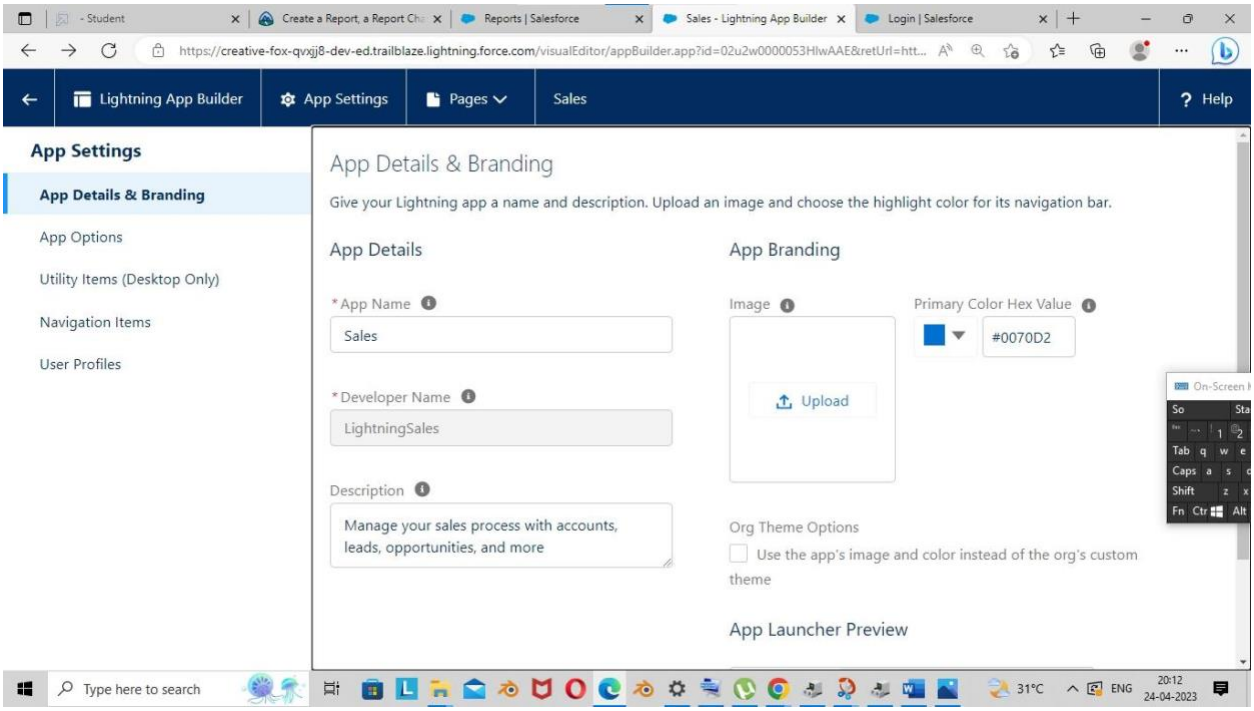
To create a master detail relationship between dispatch/tracking and sales order



Milestone 4:Application

Description:

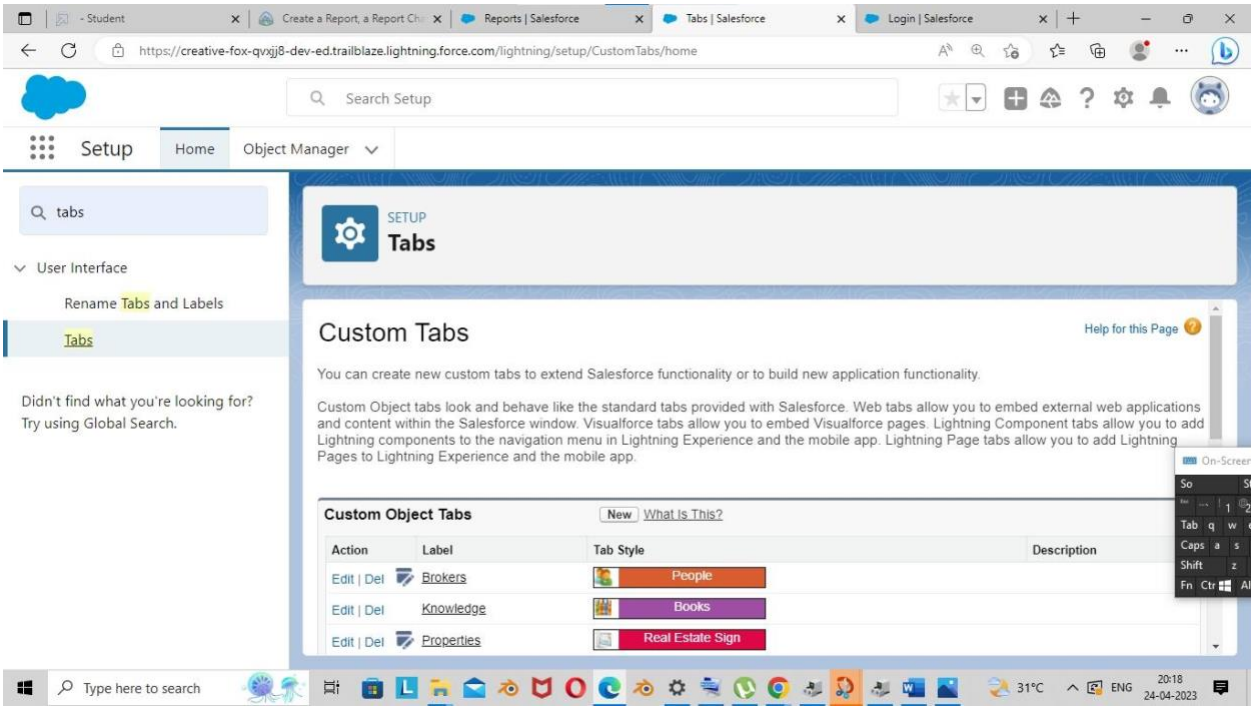
To create a sales app using app manager



Milestone 5:Layouts

Description

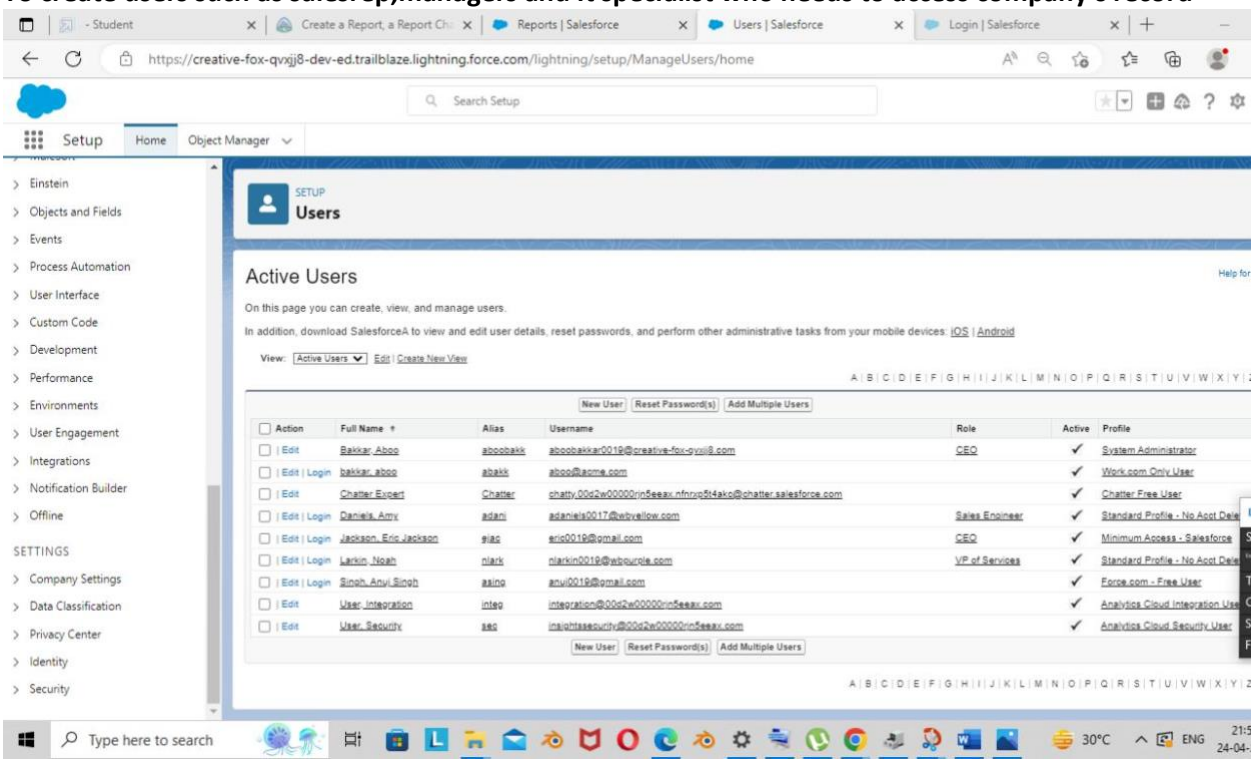
To create a custom page layout brokers,knowledge,properties



Milestone 6:user

Description:

To create users such as salesrep,managers and It specialist who needs to access company's record

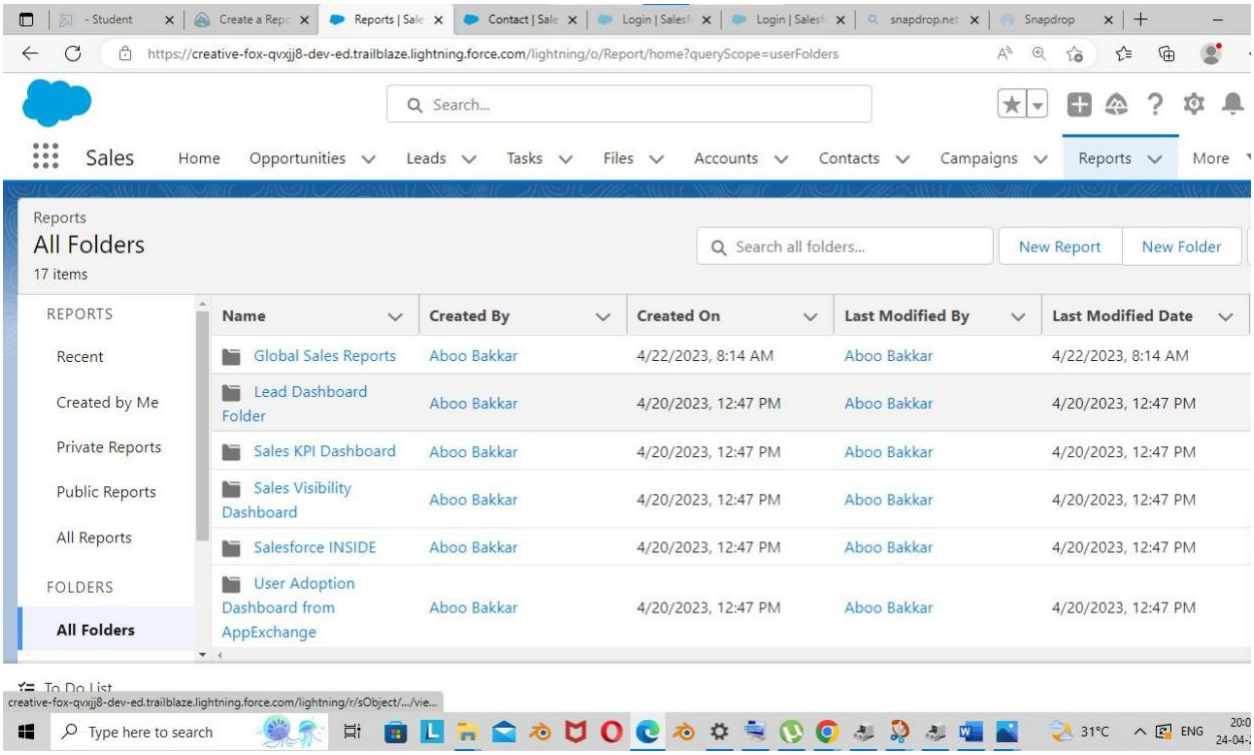


Milestone 7: Reports

Description

A report is a list of records that meet the criteria you define

And every report is stored in folder



Milestone

4.trailhead profile public url

Team lead - https://trailblazer.me/id/abubakkar2

Team Member 1 - https://trailblazer.me/id/mohaa30

Team Member 2 - https://trailblazer.me/id/dkaran34

Team Member 3 - https://trailblazer.me/id/kowsj

5.Advantages

1.Customer Engagement: Salesforce provides a unified platform for managing customer interactions, which enables retailers to deliver personalized shopping experiences. With features like Einstein AI and Live Agent, retailers can provide real-time assistance and support to customers, resulting in increased customer loyalty.

2.Data Management: Salesforce provides a centralized repository for managing customer, product, and sales data. Retailers can easily access and analyze this data to make informed business decisions, such as optimizing pricing and product placement.

3.Inventory Management: Salesforce integrates with leading e-commerce platforms and point-of-sale (POS) systems, making it easy for retailers to manage their inventory and ensure that products are always in stock. With real-time inventory updates, retailers can make better decisions about restocking and order fulfillment.

4- Omnichannel Experience: Salesforce provides a seamless omnichannel experience for customers, allowing them to shop on any device and in any location. Retailers can use Salesforce to track customer behavior across multiple channels and deliver consistent, personalized experiences.

5- Collaboration: Salesforce makes it easy for teams across different departments to collaborate and share information. For example, sales and marketing teams can work together to develop and execute targeted campaigns, while customer service teams can access customer data to resolve issues more efficiently.

6.Application

Salesforce is the ultimate sales automation platform for retailers. It provides a comprehensive, centralized solution for managing sales data, issuing sales orders, and tracking customer contact information. In addition to its powerful sales capabilities, Salesforce also offers features such as customer relationship management (CRM) and marketing automation.

Salesforce is perfect for retailers that need to manage large volumes of sales data and issue complex sales orders quickly. Its drag-and-drop interface makes it easy to create custom reports and dashboards to monitor your business performance. Furthermore, Salesforce provides integrations with other popular software applications. So, you can easily automate tasks such as lead management and order processing.

Overall, Salesforce is an essential tool for retailers that want to streamline their sales process and increase profits. If you're looking for a platform to handle all your sales operations from start to finish; Salesforce is the perfect solution.

6.Conclusion

In conclusion, Salesforce is a powerful platform that can help retailers meet the demands of the rapidly changing retail landscape. With its advanced customer engagement, data management, inventory management, omnichannel experience, and collaboration capabilities, Salesforce is a must-have for any retail business looking to stay ahead of the competition.

7.Future scope

Retailers need a complete digital solution to adopt omnichannel, i.e., a cloud-based CRM, to overcome all those hurdles, win back all those long-lost customers, and draw the attention of new leads.

Salesforcet will take this as an opportunity and introduced one of its products that will help retailers deal with business model shifting but also assisted them in scaling up their operations.

They came up with a cloud-based CRM solution, Salesforce Commerce Cloud, that revitalized the functioning of retail businesses and guided them in managing their inventory across all the available channels, simultaneously optimizing the supply chains keeping in mind the preferences and demands of the customers.

This Salesforce for Retail has many exceptional features, out-of-the-box tools, and commerce portals. It enables businesses to streamline their purchasing process, monitor consumers' buying behavior, create customized buying experiences and deliver a top-notch mobile-friendly shopping experience.

It also keeps track of the ongoing"activities of customers on mobile, web, and offline stores, ultimately offering businesses a mode to deliver stimulating and elevated shopping experiences to their customers.

What are the career options for Retail Management?

Retailing is a fast-paced industry with a diverse range of industries and some of the world's most recognizable brands. Supervisory, client communication, merchandise shipment, sales, management, and administrative services are all options for candidates with a retail management background.

Best Plans And Store Visits:

Salesforce can be used to create and manage beat plans for field sales teams. This includes scheduling store visits and tracking the results of those visits. Salesforce for retail can also be used to track the performance of field sales teams, including metrics such as sales and customer satisfaction.

Order Management And Inventory Check:

Salesforce can be used 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.

Planogram And Scheme Management:

How the products are placed in retail stores plays a vital role in boosting sales, luring the customers to try or buy new products and generating revenue. Salesforce can be used to manage planograms, which are diagrams that show how products should be arranged on store shelves. Salesforce can also be used to manage promotions and other schemes, such as discounts and special offers.

Distributor And Retailer Management:

Salesforce can be used to manage relationships with distributors and retailers, including tracking orders and managing communication and collaboration. This can help field sales teams ensure that they are providing the best possible service to their customers.

More than 2 million jobs are available in retail management around the world.With the help of Salesforces application it becomes far more easier to get a job in retail management