

3. Define Business Functions

1. Inventory Management

- Track stock levels and replenish inventory as needed.
- Maintain product quality and variety.

2. Sales & Order Management

- Process orders (both in-store and online).
- Manage customer payments and invoicing.

3. Customer Relationship Management (CRM)

- Handle customer queries, complaints, and feedback.
- Implement loyalty programs and personalized promotions.

4. Marketing & Promotions

- Advertise through social media, email marketing, and discounts.
- Conduct seasonal sales and festive offers.

5. Finance & Accounting

- Track revenue, expenses, and profit margins.
- Process salaries, taxes, and supplier payments.