

## **Project Title**

Marketplace Order & Seller Management System in Salesforce

## **Problem Statement**

In today's rapidly expanding digital marketplace ecosystem, businesses face growing complexity in managing sellers, products, customer orders, and inventory simultaneously. Many marketplace platforms rely on fragmented systems or manual tracking methods that make it difficult to maintain accurate stock levels, monitor seller performance, and ensure timely order fulfillment. These disconnected processes often result in stock inconsistencies, delayed order updates, poor communication between sellers and customers, and limited visibility for administrators. Such inefficiencies directly impact customer satisfaction, seller trust, and overall marketplace profitability.

To address these challenges, this project focuses on developing a Salesforce-based Marketplace Order & Seller Management System that centralizes seller, product, order, and inventory data within a single cloud-based platform. The system will enable real-time tracking of orders and stock levels, automate notifications for order creation and status changes, and provide dashboards for administrators to monitor marketplace performance. By leveraging Salesforce's automation tools, workflows, and reporting capabilities, the solution will reduce manual effort, minimize errors, and improve collaboration between sellers, customers, and administrators.

The long-term vision of this project is to support scalable and data-driven marketplace operations. With structured seller management, automated order processing, and analytical insights into sales and inventory trends, the system will help businesses move from reactive issue handling to proactive decision-making. Salesforce's flexible architecture will allow future integration with payment gateways, logistics systems, and external e-commerce platforms, ensuring the solution remains adaptable as the marketplace grows. Ultimately, this system aims to improve operational efficiency, enhance customer experience, and strengthen seller engagement.

## **Phase 1 Activities**

### **Requirement Gathering**

Requirements will be collected through discussions with marketplace administrators, sellers, support teams, and IT staff. This phase focuses on seller onboarding, product management, order tracking, inventory updates, automated notifications, and reporting needs.

### **Stakeholder Analysis**

Key stakeholders include sellers, customers, administrators, and support staff. Their roles, expectations, and influence will be documented to ensure alignment and smooth system adoption.

### **Business Process Mapping**

Existing processes such as product listing, order placement, stock validation, and notifications will be analyzed and optimized using Salesforce automation and workflows.

### **Industry-specific Use Case Analysis**

Industry best practices and common marketplace challenges will be studied to design a reliable, scalable Salesforce solution.

### **AppExchange Exploration**

Relevant Salesforce AppExchange applications will be evaluated to enhance functionality such as inventory tracking, notifications, and analytics.