

RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1.Introduction

1.1 Overview

Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

1.2 Purpose

Uses

- *Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied.

- *An effective management avoids unnecessary chaos at the store.

- *Management controls shoplifting to a large extent.

Achieve

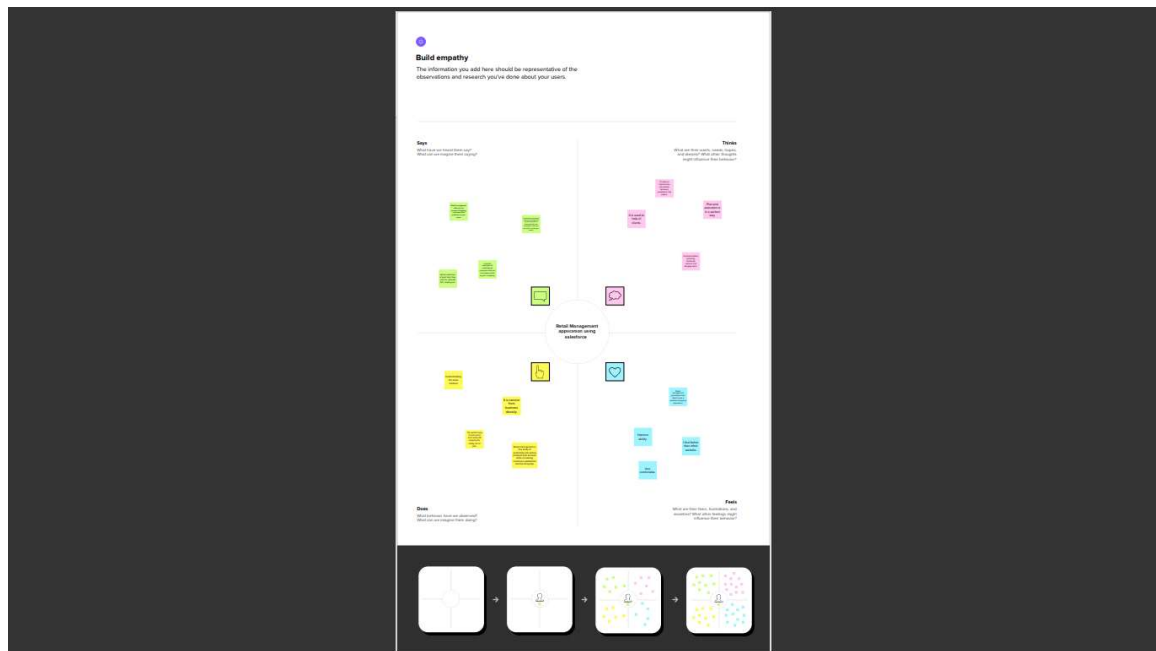
- *Re-organized something to make it work better.

- *Identified a problem and solved it.

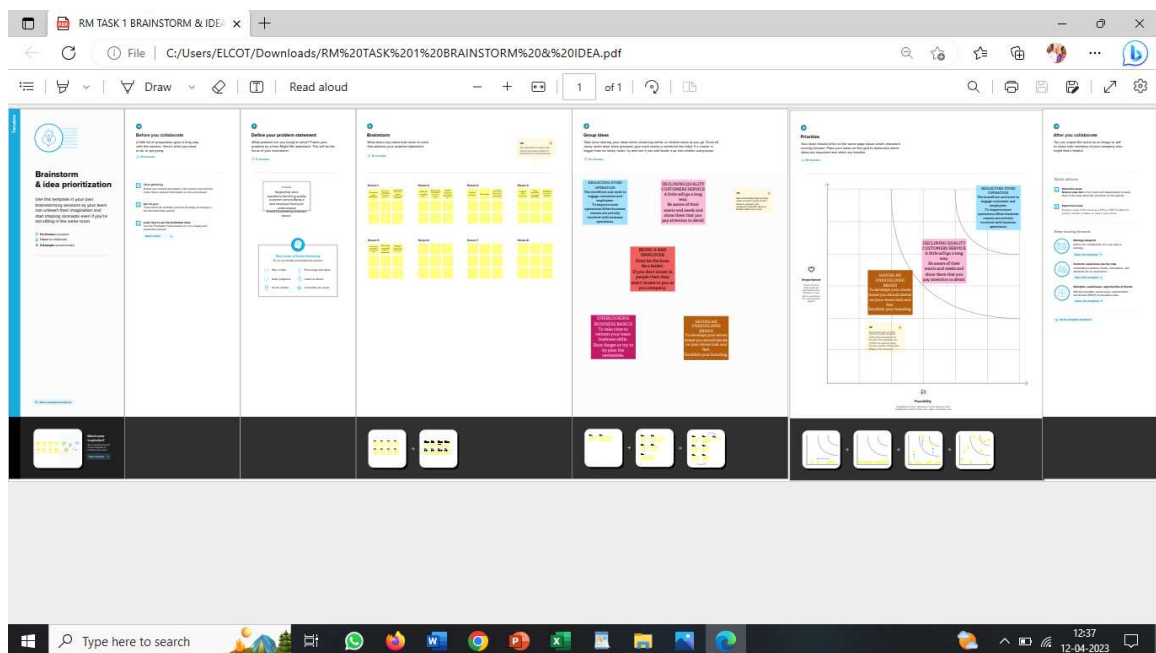
- *Come up with a new idea that improved things.

2.Problem Definition &Design Thinking

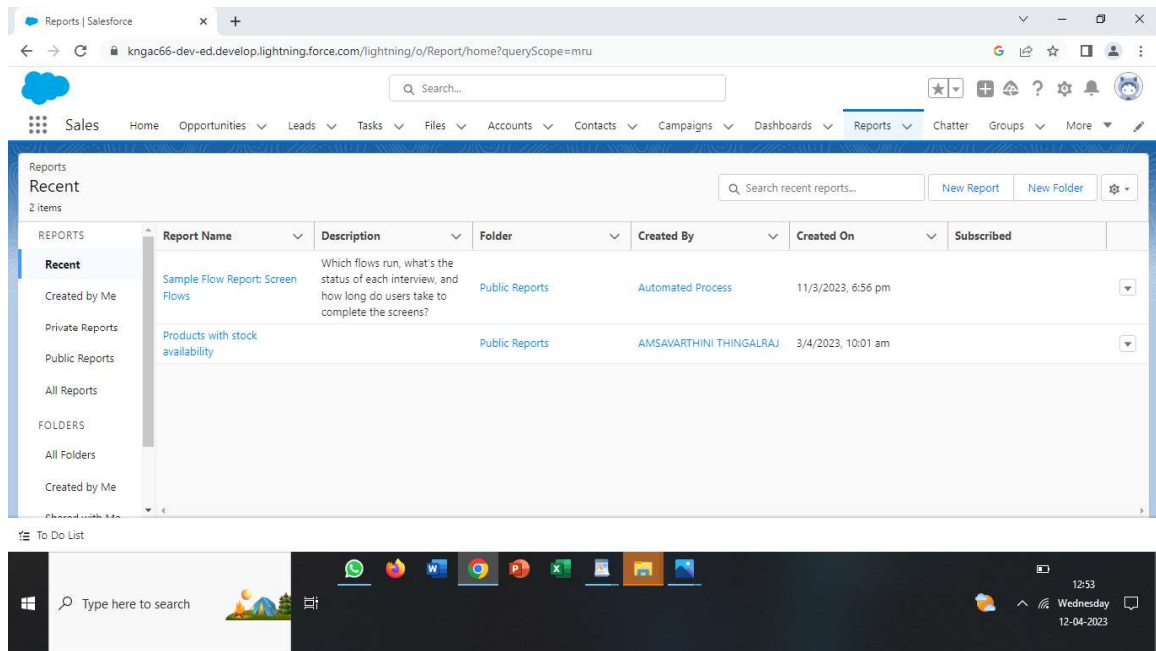
2.1 Empathy Map



2.2 Idealization & Brainstorming Map



3.RESULTS



4.ADVANTAGES

Less Capital Requirement

It does not require huge investment to start retail business. Retailers buy goods from wholes alerts in small quantity and sell to ultimate customers.

More Profit Margin

There is fixed margin of profit for wholes alerts .Generally they earn 3% to 8% profit on sale.But there is no fixed margin for retailers ,shopkeepers may fix profit margin up to 20% in some cases.

Credit Facility

Another benefit of retailers is that they get credit facility from wholes alters or dealers.

DISADVANTAGES

High Marketing Cost

Retailers should make investment in decoration of shop and display of goods to attract more customers. So ,it requires more marketing or advertising cost then wholesalers

Selling Skill Required

Retailers should possess the art of good communication and convincing power to influence consumers.

Very High Competition

Another disadvantage of retailing is that there is tough competition in the market because several retailers sell similar types of products.

5.APPLICATIONS

Sales app

Sales apps can result in faster sales, stranger tracking and communication practices, happier employees and increased sales overall.

The best sales apps can be grouped into several categories, including note taking, communication and projects management.

The best business sales apps include well-known platforms such as Base camp and Microsoft teams, as well as lesser known names such as WiFi Map.

The article is for business owners looking to purchase sales apps to expedite their sales processes.

Service app

Service cloud by Salesforce is one of the world's most popular and highly -rated customer service software solutions

whether by phone web, chat, or email, this customer support safflower enables agents and customers to quickly connect and solve customer problems.

6.CONCLUSION

The purpose of sales force training is to make salespeople successful. Training programs need to change as capability gaps arise. A significant capability gap exists when a candidate is hired, and so most organizations have training programs for new salespeople. Changes in selling environments frequently induce capability gaps that require that a company modify its selling strategy and selling process.

7. FUTURE SCOPE

- Making products available.

- Presenting products appropriately and attractively.

- Small retailer all carried out by owner manager.

- Large retailer central buying office.

8. APPENDIX



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Project Based Experiential Learning Program

