

Phase 1: Problem Understanding & Industry Analysis

Project Title

Sports Equipment Rental Management System on Salesforce

Industry

Sports & Recreation / Equipment Rental

Project Type

B2C Salesforce Sales Cloud / Experience Cloud Implementation

Target Users

- Sports Enthusiasts (individual customers)
 - Sports Clubs & Academies
 - Event Organizers
 - Equipment Suppliers / Retailers
 - Maintenance & Service Providers
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1. Problem Statement

Sports enthusiasts and organizations often struggle to rent quality sports equipment conveniently. The existing rental process is highly manual — involving in-person bookings, paper-based tracking, and poor equipment visibility.

This leads to:

- Double-bookings or unavailable equipment.
- Lack of centralized inventory management.
- Manual payment and tracking processes.
- Inefficient maintenance and damage reporting.

The goal is to implement a **Salesforce-based Sports Equipment Rental System** that:

- Simplifies the equipment booking and return process.
- Tracks inventory, condition, and availability in real-time.
- Enables online rental and payment through Experience Cloud.
- Automates reminders for returns, renewals, and maintenance schedules.

Proposed Solution:

A **Sports Equipment Rental Management App** on Salesforce that:

- Allows users to rent, renew, and return equipment easily.
- Provides a central dashboard for inventory and rental tracking.
- Automates notifications (SMS/Email) for due dates and damages.

- Integrates AI-driven insights to forecast demand and optimize utilization.
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2. Requirement Gathering

- **Customers:** Need a simple online platform to browse and rent sports gear.
 - **Clubs/Academies:** Need bulk booking options and usage tracking for team equipment.
 - **Admins/Managers:** Need dashboards for rental analytics, availability, and revenue tracking.
 - **Maintenance Staff:** Need alerts for damaged or serviced equipment.
 - **Suppliers:** Need visibility into demand trends and order history.
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3. Stakeholder Analysis

Primary Stakeholders:

- Customers / Renters
- Sports Rental Company Admins

Secondary Stakeholders:

- Clubs / Teams / Coaches
- Event Organizers

Tertiary Stakeholders:

- Maintenance Technicians
- Suppliers / Vendors
- Salesforce Administrators

Stakeholder Mapping:

- **Customers** → End Users / Renters
 - **Sports Admins** → Service Providers
 - **Clubs & Teams** → Bulk Renters
 - **Suppliers** → Inventory Partners
 - **Maintenance Staff** → Equipment Upkeep Managers
 - **System Admins** → Technical Setup & Automation
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4. Business Process Mapping

Current Scenario (Without Salesforce):

- Manual booking through calls or in-person visits.

- Equipment details maintained in spreadsheets or paper logs.
- No automated reminders for returns or maintenance.
- Difficulty in tracking payments, damages, and usage history.

Proposed Future (With Salesforce):

- Online booking portal through Salesforce Experience Cloud.
 - Centralized inventory management with real-time availability.
 - Automated workflows for booking, payment, and return tracking.
 - Alerts for upcoming due dates, renewals, or repairs.
 - AI insights for popular equipment trends and demand forecasting.
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5. Industry-specific Use Case Analysis

1. **Equipment Registration:** Add and categorize all rental items with price, brand, and condition.
 2. **Booking Management:** Rent, renew, or cancel equipment reservations.
 3. **Inventory Tracking:** Real-time updates on availability and condition.
 4. **Payment Integration:** Secure online payment via Salesforce portals.
 5. **Maintenance & Issue Reporting:** Log and track equipment repairs or damage.
 6. **Analytics Dashboard:** Track rentals, revenue, and equipment usage trends.
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6. AppExchange Exploration

Potential Salesforce AppExchange Solutions to Leverage:

- **Rental Management Apps** → For streamlined booking and return processes.
- **Inventory Tracking Apps** → To monitor stock levels and condition.
- **Payment Gateway Integrations** → For secure online transactions.
- **Service & Maintenance Apps** → For tracking repair and service cycles.
- **Analytics & Reporting Apps** → For business performance insights.