

INTRODUCTION

1.1 Overview

With the increasing globalization of retailing, both in term of their points –of-sale and their points-of-supply; The information technology spend in the retail sector has increased significantly .IT plays an increasingly important role in the management of complex retail operations.

Market knowledge as well as control of data and information, is key to obtaining a competitive advantage in the retail sector. Markets are continuing to grow and become more complex; the simple process of retailing has started to deploy more advanced retail information systems to cope with all the transactions involved.

1.2 Purpose

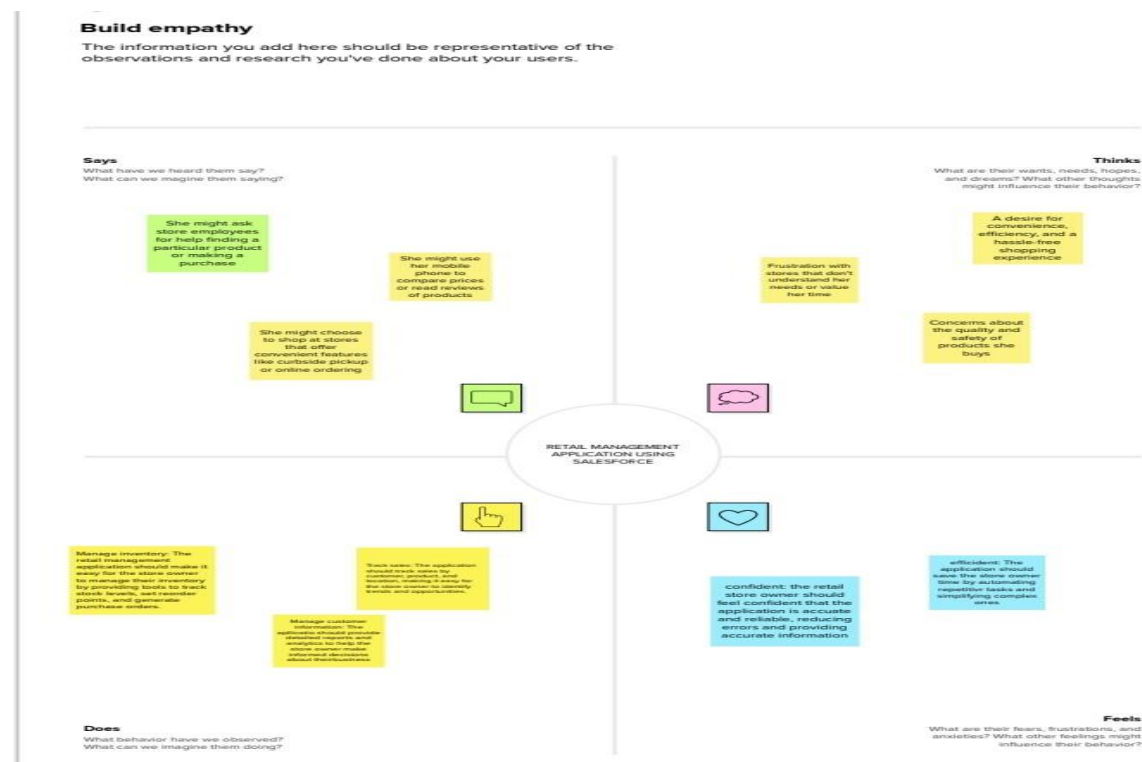
The process of bringing the ultimate user to the main producer through a series of stage where retailing is the last one .

It is not limited to quantities but to the exact requirement of last user.

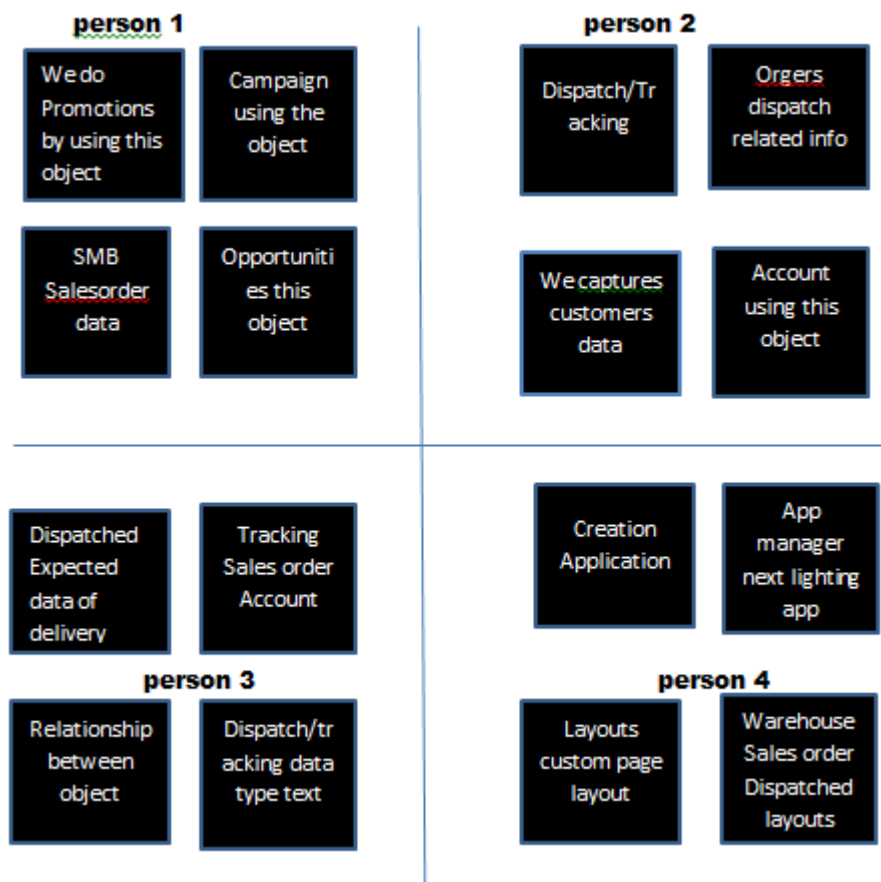
Bringing about operational efficiency at this last stage and making an environment so compelling that the consumer looks no where else.

Problem definition & design thinking

2.1 Empathy map



2.2 IDEATION & BRAINSTORMING MAP



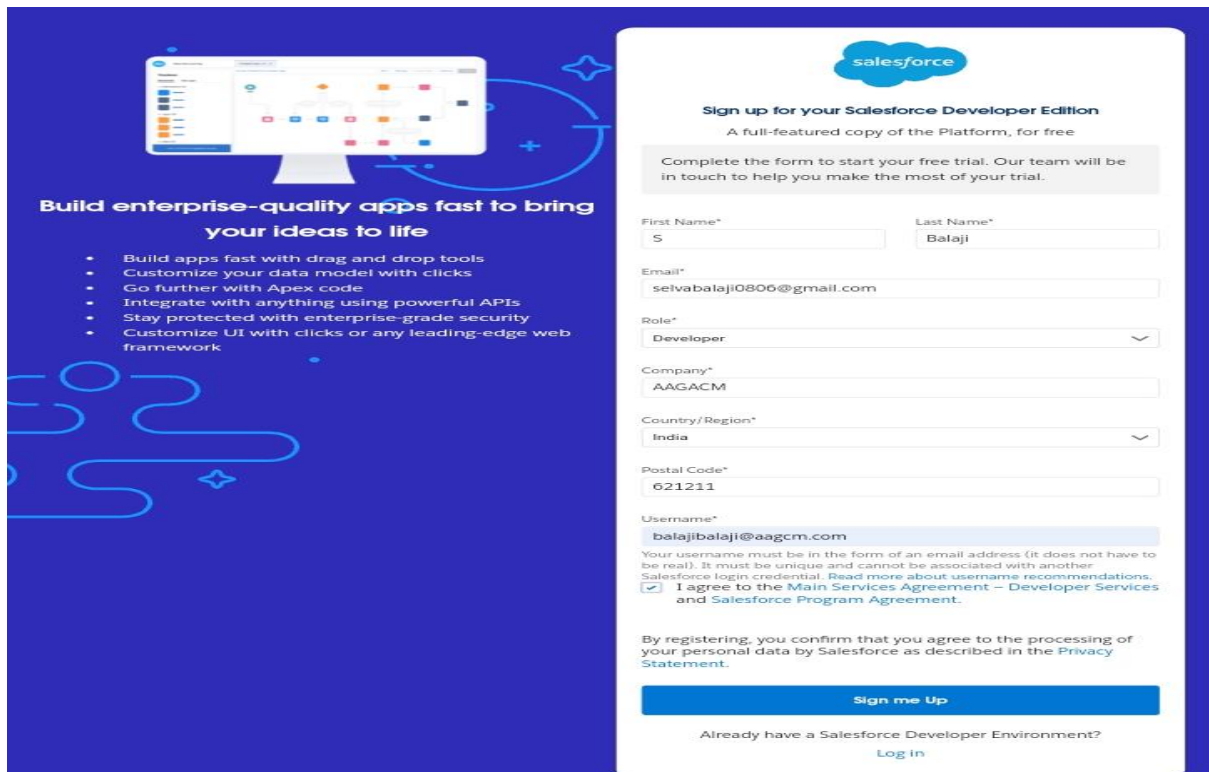
RESULT

3.1 Data Model

Object Name	Fields and Object	
Object 1	Field Label	Data Type
	Display/Tracking	Text
Object 2	Field Label	Data Type
	Dispatch/Tracking	Check Box
	Dispatch/Tracking	Master Detail Relationship
	Account Website	Formula

Milestone-1

Activity-1



The image shows the Salesforce Developer Edition sign-up page. On the left, there's a blue background with a white monitor displaying a Salesforce interface. Below the monitor, the text reads 'Build enterprise-quality apps fast to bring your ideas to life'. A list of bullet points follows: 'Build apps fast with drag and drop tools', 'Customize your data model with clicks', 'Go further with Apex code', 'Integrate with anything using powerful APIs', 'Stay protected with enterprise-grade security', and 'Customize UI with clicks or any leading-edge web framework'. On the right, the sign-up form is displayed. It includes the Salesforce logo, the title 'Sign up for your Salesforce Developer Edition', and a subtitle 'A full-featured copy of the Platform, for free'. A grey box contains the text: 'Complete the form to start your free trial. Our team will be in touch to help you make the most of your trial.' The form fields are: First Name* (S), Last Name* (Balaji), Email* (selvabalaji0806@gmail.com), Role* (Developer), Company* (AAGACM), Country/Region* (India), Postal Code* (621211), and Username* (balajibalaji@aagcm.com). Below the username field, there's a note: 'Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. Read more about username recommendations.' A checkbox is checked, with the text 'I agree to the Main Services Agreement – Developer Services and Salesforce Program Agreement.' Below this, a paragraph states: 'By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in the Privacy Statement.' At the bottom, there's a blue 'Sign me Up' button and a link 'Log in' for users who already have a Salesforce Developer Environment.

Build enterprise-quality apps fast to bring your ideas to life

- Build apps fast with drag and drop tools
- Customize your data model with clicks
- Go further with Apex code
- Integrate with anything using powerful APIs
- Stay protected with enterprise-grade security
- Customize UI with clicks or any leading-edge web framework

Sign up for your Salesforce Developer Edition
A full-featured copy of the Platform, for free

Complete the form to start your free trial. Our team will be in touch to help you make the most of your trial.

First Name* S Last Name* Balaji

Email* selvabalaji0806@gmail.com

Role* Developer

Company* AAGACM

Country/Region* India

Postal Code* 621211

Username* balajibalaji@aagcm.com

Your username must be in the form of an email address (it does not have to be real). It must be unique and cannot be associated with another Salesforce login credential. [Read more about username recommendations.](#)

☒ I agree to the Main Services Agreement – Developer Services and Salesforce Program Agreement.

By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in the [Privacy Statement](#).

Sign me Up

Already have a Salesforce Developer Environment? [Log in](#)

Milestone-2 Objects

Activity-1

Setup Home Object Manager

SETUP New Custom Object

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more](#)

[Custom Object Definition Edit](#) Save Save & New Cancel

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports. [Required Information](#)

Label Example: Account
 Plural Label Example: Accounts
 Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.
 Object Name Example: Account

Description

Context-Sensitive Help Setting ☒ Open the standard Salesforce.com Help & Training window
☐ Open a window using a Visualforce page

Context Name

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field is always called "Name" when referenced via the API.

Record Name Example: Account Name

Data Type

Optional Features

☒ Allow Reports
☒ Allow Activities
☒ Track Field History
☐ Allow in Chatter Groups
☐ Enable Licensing [s](#)

Object Classification

When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. [Learn more](#)

☒ Allow Sharing
☒ Allow Bulk API Access
☒ Allow Streaming API Access

Deployment Status

☐ In Development
☒ Deployed [What is this?](#)

Search Status

When this setting is enabled, your users can find records of this object type when they search. [Learn more](#)

☒ Allow Search

Object Creation Options (Available only when custom object is first created)

☐ Add Notes and Attachments related list to default page layout
☐ Launch New Custom Tab Wizard after saving this custom object

Save Save & New Cancel

Activity-2

Setup Home Object Manager

SETUP > OBJECT MANAGER Dispatch/Tracking

Dispatch/Tracking Custom Field
 Dispatched [Validation Rules](#) [Help for this Page](#)

[Back to Dispatch/Tracking](#)

[Edit](#) [Set Field-Level Security](#) [View Field Accessibility](#) [Where is this used?](#)

Custom Field Definition Detail

Field Information

Field Label	Dispatched	Object Name	Dispatch/Tracking
Field Name	Dispatched	Data Type	Checkbox
API Name	Dispatched__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	S. Balaji, 05/04/2023, 12:50 pm	Modified By	S. Balaji, 05/04/2023, 12:50 pm

General Options

Default Value ☐ Unchecked

Field Dependencies

[New](#) [Field Dependencies Help](#) [?](#)

No dependencies defined.

Validation Rules

[New](#) [Validation Rules Help](#) [?](#)

No validation rules defined.

[Back To Top](#) Always show me [more records per related list](#)

Milestone-3 Relationship b/w objects

Activity-1

The screenshot shows the Salesforce Setup interface, specifically the Object Manager for the 'Dispatch/Tracking' object. The left sidebar lists various setup options under 'Details' and 'Fields & Relationships'. The main content area is titled 'New Relationship' and shows 'Step 3 of 6: Enter the label and name for the lookup field'. The form includes fields for 'Field Label' (Sales Order), 'Field Name' (Sales_Order), 'Description', 'Help Text', 'Child Relationship Name' (Dispatch_Trackings), and 'Sharing Setting'. Below these fields, there are radio buttons for 'Read Only' and 'Read/Write' access levels. The 'Read/Write' option is selected. There are also checkboxes for 'Allow reparenting' and 'Add this field to existing custom report types that contain this entity'. At the bottom, there is a 'Lookup Filter' section with a link to 'Show Filter Settings'.

Milestone-4 Application

Activity-1

The screenshot shows the Salesforce Setup interface, specifically the Lightning Experience App Manager. The left sidebar lists various setup options under 'App'. The main content area is titled 'New Lightning App' and shows 'Navigation Items'. Below this title, there is a section for 'Available Items' and 'Selected Items'. The 'Available Items' list includes 'Communication Subs...', 'Consumption Schedul...', 'Contact Point Consent', 'Contact Point Type Co...', 'Contact Requests', 'Contract Line Items', 'Contracts', 'Coupons', and 'Credit Memos'. The 'Selected Items' list includes 'Accounts' and 'Contacts'. There are buttons for 'Create' and 'Add' (plus and minus icons) to manage the items.

Milestone-5 Layouts

Activity-1

The screenshot shows the Salesforce Setup interface. The left sidebar contains a navigation menu with sections like Setup Home, Service Setup Assistant, Multi-Factor Authentication Assistant, Release Updates, Lightning Experience Transition Assistant, Salesforce Mobile App, Lightning Usage, Optimizer, ADMINISTRATION (Users, Data, Email), and PLATFORM TOOLS (Subscription Management, Apps, Feature Settings, Slack, MuleSoft, Einstein, Objects and Fields, Events, Process Automation, User Interface, Custom Code, Development, Performance, Environments, User Engagement, Integrations, Notification Builder, Offline). The main content area is titled 'SETUP Tabs' and 'Custom Tabs'. It explains that custom tabs can be created to extend Salesforce functionality or build new application functionality. It describes Custom Object tabs, Web Tabs, Visualforce Tabs, Lightning Component Tabs, and Lightning Page Tabs. Below the text, there are sections for each type of tab with a 'New' button and a 'What Is This?' link. The Custom Object Tabs section shows a table with columns: Action, Label, Tab Style, and Description. It lists two tabs: 'Dispatch/Trackings' with a 'Cell phone' style and 'Warehouses' with a 'Heart' style. The other sections (Web Tabs, Visualforce Tabs, Lightning Component Tabs, and Lightning Page Tabs) all show 'No [Tab Type] Tabs have been defined'.

Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs [New](#) [What Is This?](#)

Action	Label	Tab Style	Description
Edit Del	Dispatch/Trackings	Cell phone	
Edit Del	Warehouses	Heart	

Web Tabs [New](#) [What Is This?](#)

No Web Tabs have been defined

Visualforce Tabs [New](#) [What Is This?](#)

No Visualforce Tabs have been defined

Lightning Component Tabs [New](#) [What Is This?](#)

No Lightning component tabs have been defined

Lightning Page Tabs [New](#) [What Is This?](#)

No Lightning Page Tabs have been defined

Milestone-6 Users

Activity-1

The screenshot shows the Salesforce Setup interface for the 'Users' section. The left sidebar is the same as in the previous screenshot, but the 'Users' link under 'ADMINISTRATION' is selected. The main content area is titled 'SETUP Users' and 'All Users'. It explains that on this page, users can create, view, and manage users. It also mentions downloading SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from mobile devices (iOS, Android). Below the text, there is a 'View:' dropdown set to 'All Users' and links for 'Edit', 'Create New View', and a list of columns (A-Z, Other). There are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'. A table lists the users with columns: Action, Full Name, Alias, Username, Role, Active, and Profile. The table contains five users: 'Balaji.S' (System Administrator), 'Balaji.S' (Standard User), 'Chatter Expert' (Chatter Free User), 'User Integration' (Analytics Cloud Integration User), and 'User Security sec' (Analytics Cloud Security User). Each user has an 'Edit' link and a checkbox. At the bottom, there are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'.

SETUP Users

All Users [Help for this Page](#)

On this page you can create, view, and manage users.

In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: [iOS](#) | [Android](#)

View: [All Users](#) [Edit](#) | [Create New View](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [Other](#)

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Balaji.S	SBala	balajibalaji@aagacm.com		✓	System Administrator
<input type="checkbox"/> Edit	Balaji.S	sbala	selvabalaji85@gmail.com		✓	Standard User
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00d2w00000rsfdgear.qo4kojesdh0v@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	User Integration	integ	integration@00d2w00000rsfdgear.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security sec		insightssecurity@00d2w00000rsfdgear.com		✓	Analytics Cloud Security User

[New User](#) [Reset Password\(s\)](#) [Add Multiple Users](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [Other](#) [All](#)

Milestone-7 Validation Rules

Activity-1

Activity-2

Milppestone-7 Report

Activity

Sales

Home

Opportunities

Leads

Tasks

Files

Accounts

Reports

More

Reports

Recent

2 items

Search recent reports...

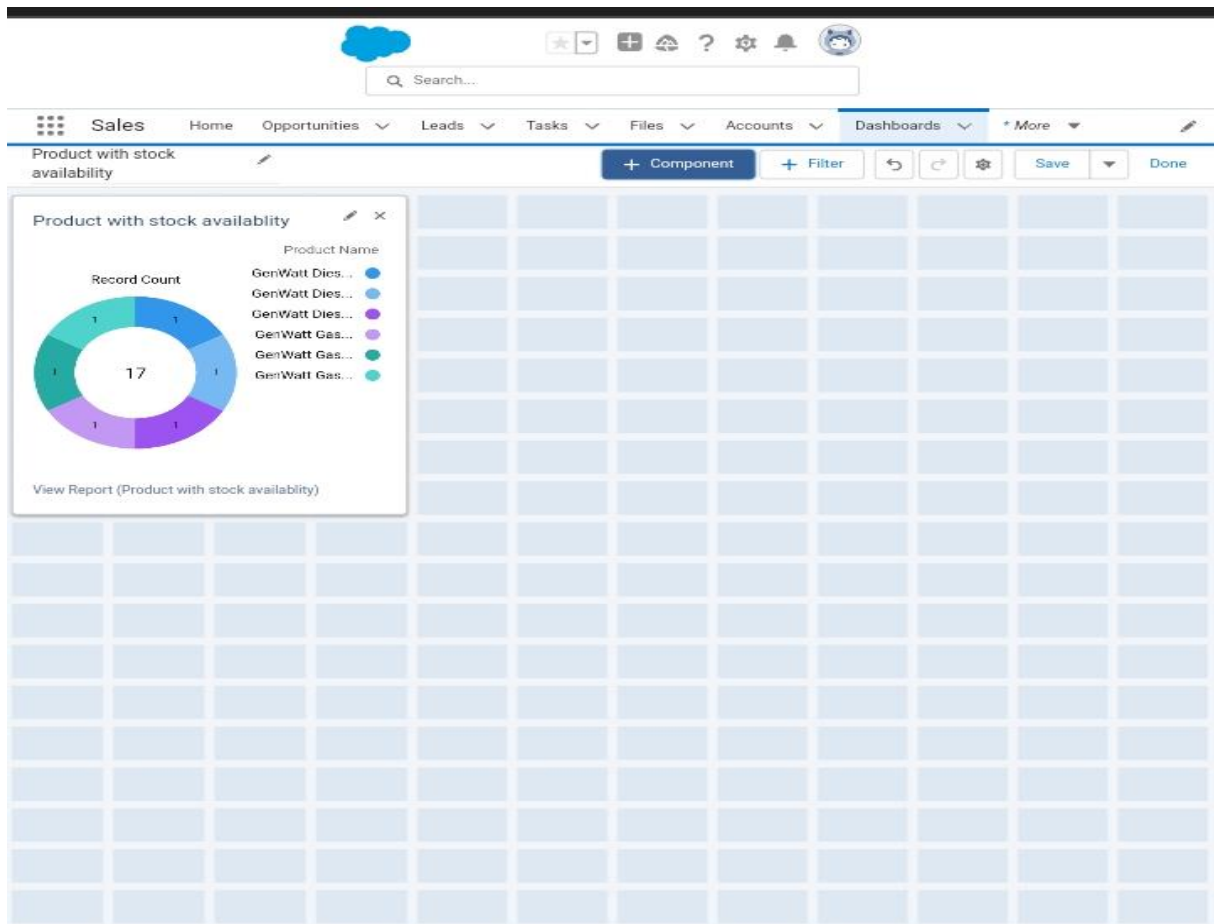
New Report

New Folder

REPORTS	Report Name	Description	Folder	Created By	Created On	Subscribed
Recent	Product with stock availability		Private Reports	S Balaji	11/4/2023, 9:13 pm	
Created by Me						
Private Reports	Sample Flow Report: Screen Flows	Which flows run, what's the status of each interview, and how long do users take to complete the screens?	Public Reports	Automated Process	5/4/2023, 12:25 pm	
Public Reports						
All Reports						
FOLDERS						
All Folders						
Created by Me						
Shared with Me						
FAVORITES						
All Favorites						

Milestone-8 Dashboards

Activity



4 Trailhead Profile Public URL

Team Lead- <https://trailblazer.me/id/aaravind47>

Team Member1 <https://trailblazer.me/id/asha23>

Team Member2 <https://trailblazer.me/id/balas187>

Team Member3 <https://trailblazer.me/id/mkrishnan85>

Advantages and Disadvantages

Club and warehouse stores: offer greatest value, but require memberships and have high priced items

Mass merchandisers: low prices, but busy

Convenience and drug stores: limited selection

Discount and dollar stores: low prices but less known brands

Natural and organic stores : array of unique items at high price

Speciality retailers

Online retailers

Traditional grocers: wide assortment, but not low prices

Application

Advanced user cockpit helps you stay organized while you perform your field activities. This cockpit shows the user cockpit for all users in a project based on the advanced model. Plan your visits, activities, tasks, and notifications. Get map guidance on your visits and view customer sales reports. View your CRM analytics and launch any third-party application without navigating away from the app. Automatically sync the data between your mobile device and Salesforce, and do a lot more.

Conclusion

Retailing , thus enjoys many unique features. Inefficiency in retailing leads to low profitability of the retailers and lower service outputs for the consumers. Steps to strengthen the position of the retailing industry must be taken. Such steps may include establishment of retailer's co-operative, merger and buy-out, use of technology to the greatest possible extent, setting up of non-store retailing centers and increase in franchisee network.

Future scopes

- . Management
- . Marketing
- . Product marketing vs. Service marketing
- . SWOT analysis
- . 4 Ps or Marketing mix
- . Branding

- . **Distribution & Placement**
- . **Positioning**
- . **Retail manager.**
- . **Franchising, Dealership, Service retailing**