

1 INTRODUCTION

1.1 Overview

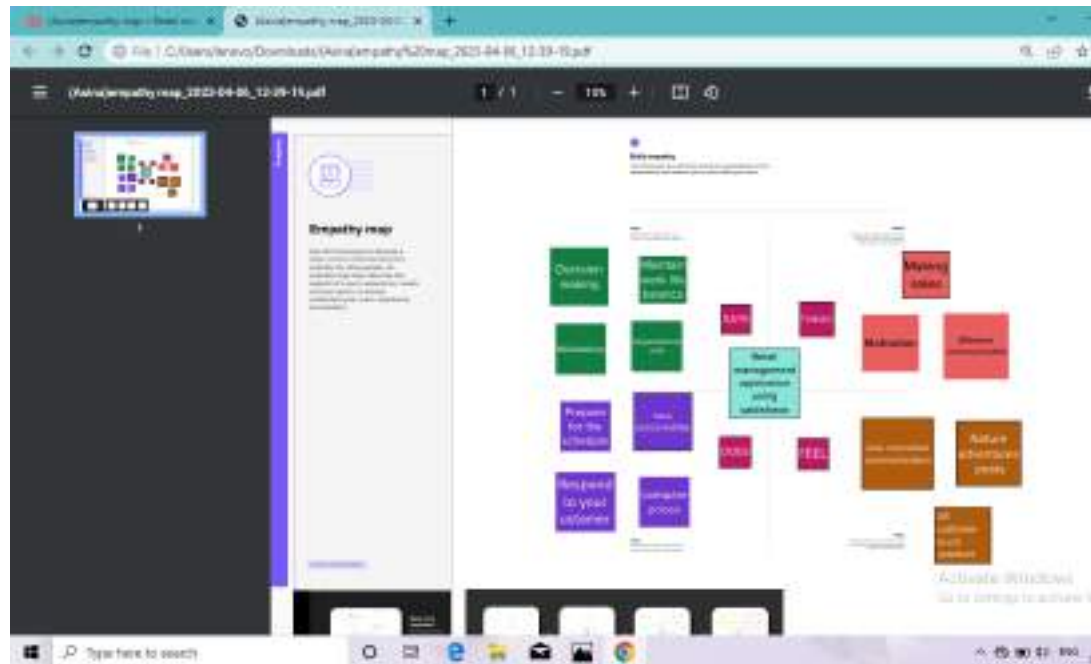
Retail management is the process of running and managing retail day-to-day activities surrounding the selling of goods and services to customers. Preparing and controlling the stores budget aiming for minimum expenditure and efficiency.

1.2 Purpose

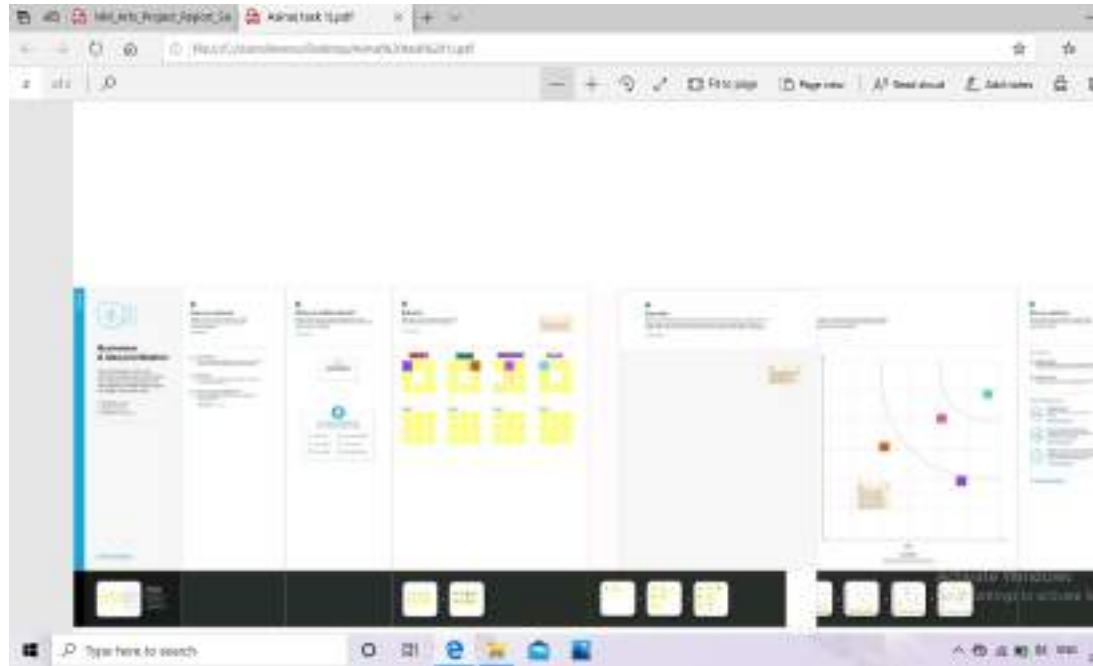
- *Motivating employee*
- *Growing store traffic*
- *Meeting sales goal*
- *Improving profitability*
- *Ensuring customer satisfaction*

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

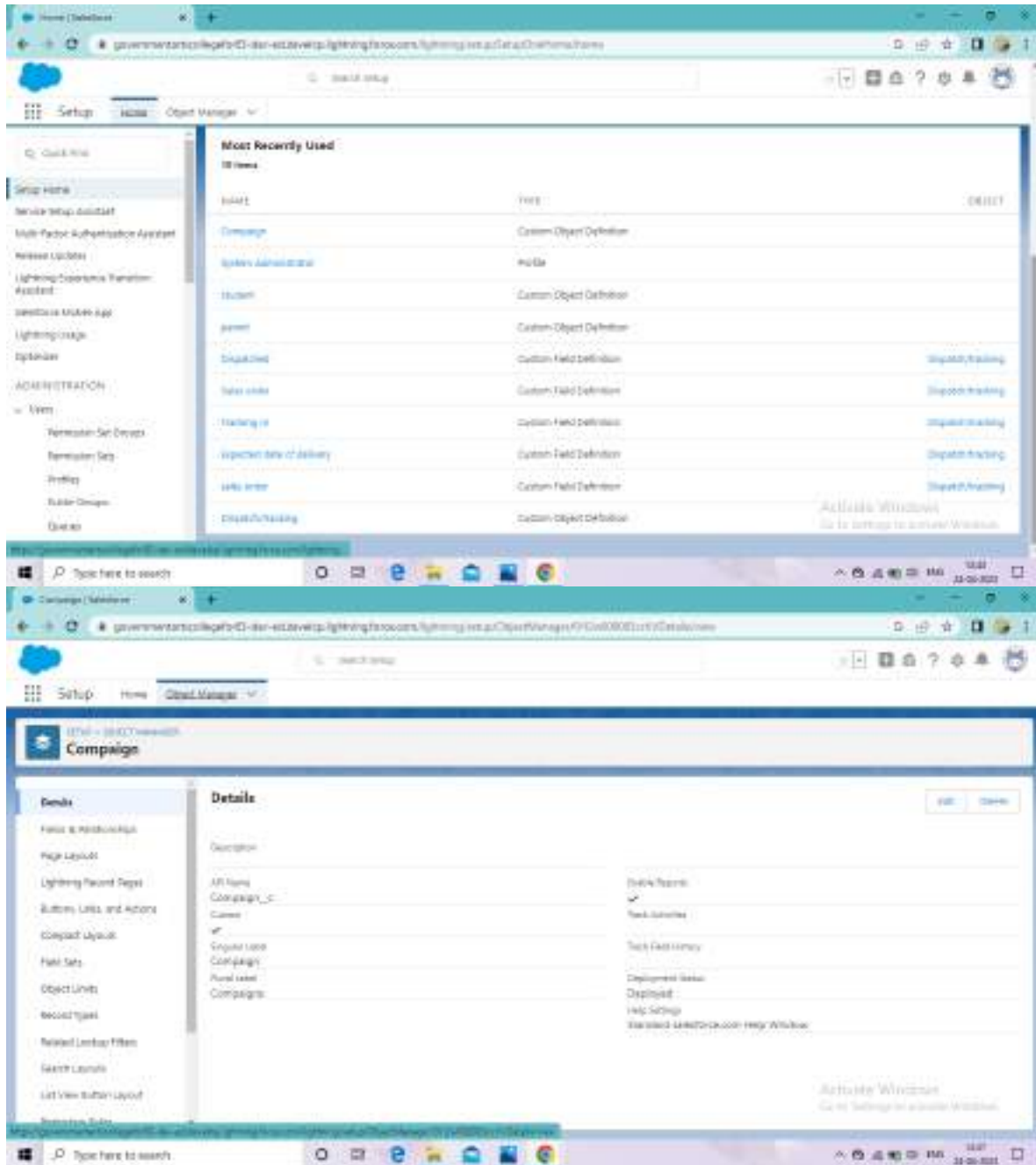


3 RESULT

3.1 Data Model

Object name	Fields in the Object	
obj1		
	Field label	Data type
	Dispatched	Checkbox
obj2	Tracking Id	Checkbox
	Field label	Data type
	Contact	Formula
	Dispatch/tracking	Master detail relationship

3.2 Activity & Screenshot



The image displays two screenshots of the Smart Internz web application interface.

Top Screenshot: Most Recently Used

The top screenshot shows the 'Most Recently Used' section of the application. It features a table with the following columns: Name, Type, and Action. The table lists various objects and their associated actions.

Name	Type	Action
Initial 1	Form	DELETE
Campaign	Custom Object Definition	
System Administrator	Profile	
Student	Custom Object Definition	
parent	Custom Object Definition	
Dispatched	Custom Field Definition	Dispatch Tracking
Travel order	Custom Field Definition	Dispatch Tracking
Tracking id	Custom Field Definition	Dispatch Tracking
Expected date of delivery	Custom Field Definition	Dispatch Tracking
Selfy order	Custom Field Definition	Dispatch Tracking
Dispatch/Tracking	Custom Object Definition	

Bottom Screenshot: Campaign Details

The bottom screenshot shows the 'Campaign' details page. It features a sidebar with a list of items and a main content area with details.

Items:

- Field & Relationships
- Page Layout
- Lightning Record Page
- Buttons, Links, and Actions
- Compact Layout
- Field Sets
- Object Links
- Record Types
- Related List and Filter
- Search Layout
- List View button layout

Details:

Description

API Name: Campaign_c

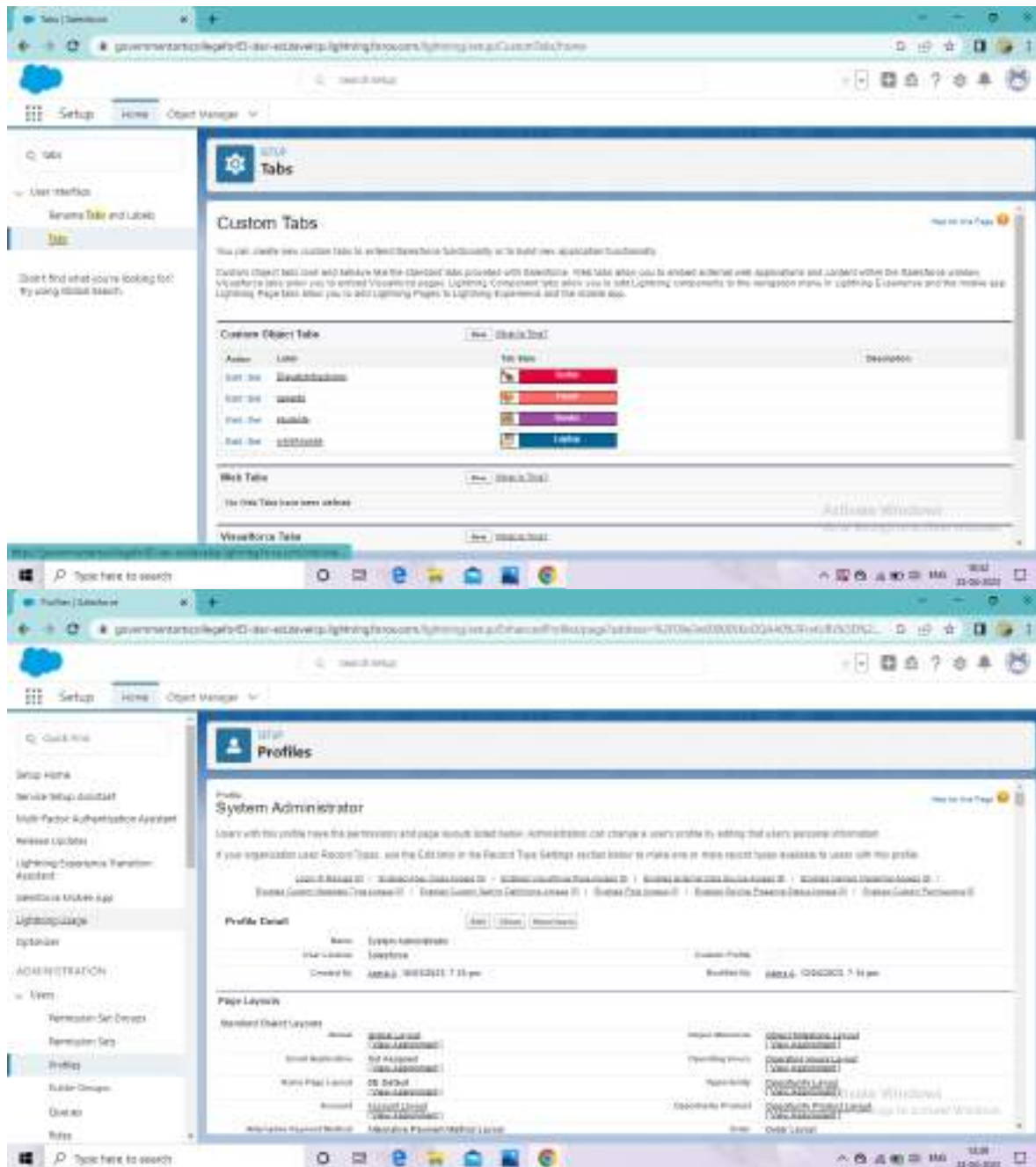
Color: #

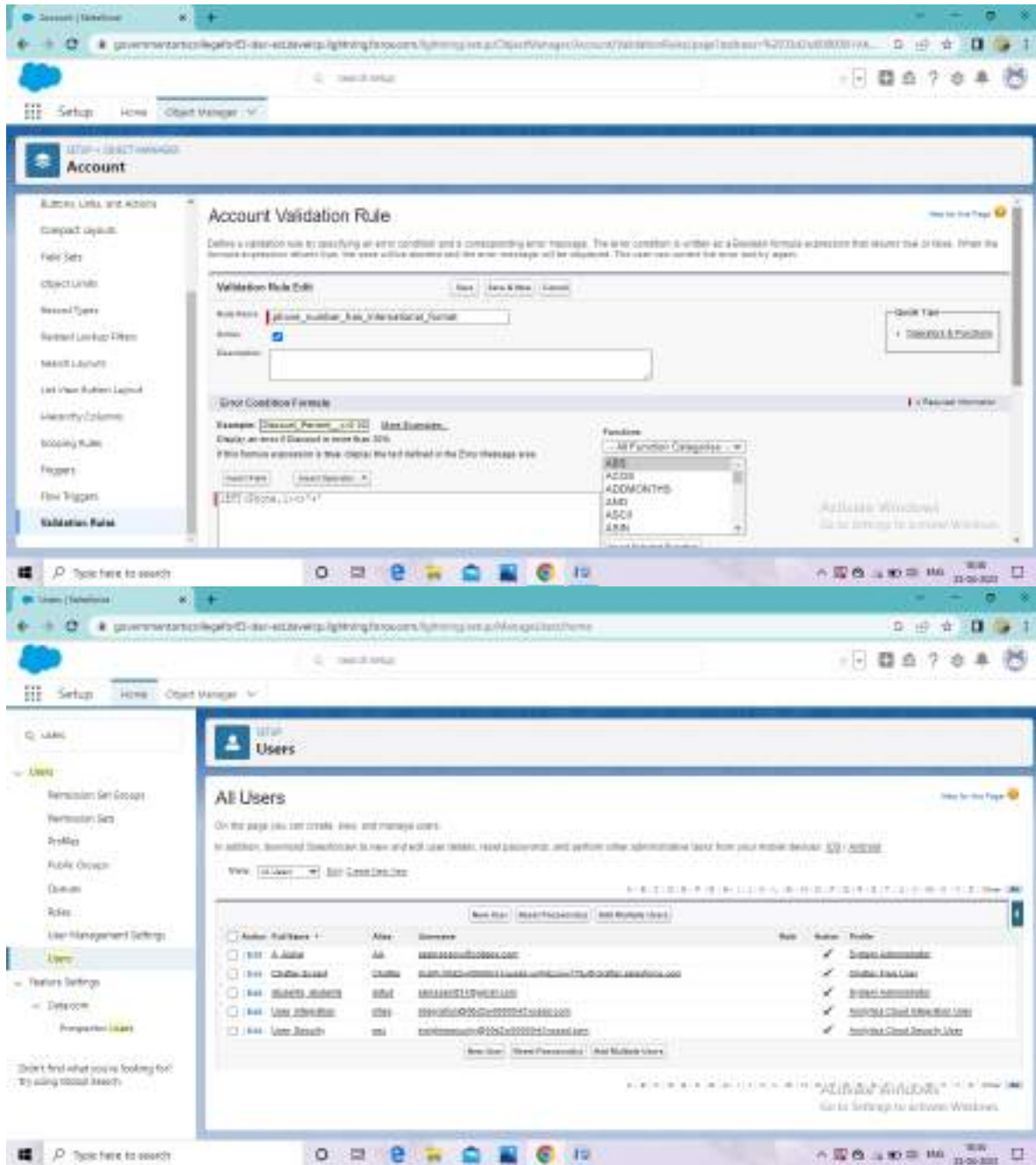
Custom Name: Campaign

Parent Label: Campaign

Details:

- Display Record: ☒
- Track Submitter: ☒
- Track Field History: ☒
- Deployment Status: Deployed
- Help Settings: Standard Salesforce.com Help Window





The screenshot displays two screenshots of the Smart Internz web application interface.

Top Screenshot: Account Validation Rule

The top screenshot shows the "Account Validation Rule" configuration page. The left sidebar lists various settings, with "Validation Rules" selected. The main content area is titled "Account Validation Rule" and includes a description: "Define a validation rule by specifying an error condition and a corresponding error message. The error condition is written as a Boolean formula expression that returns true or false. When the Boolean expression returns true, the error message is displayed and the error message will be returned. The user can cancel the error text by again."

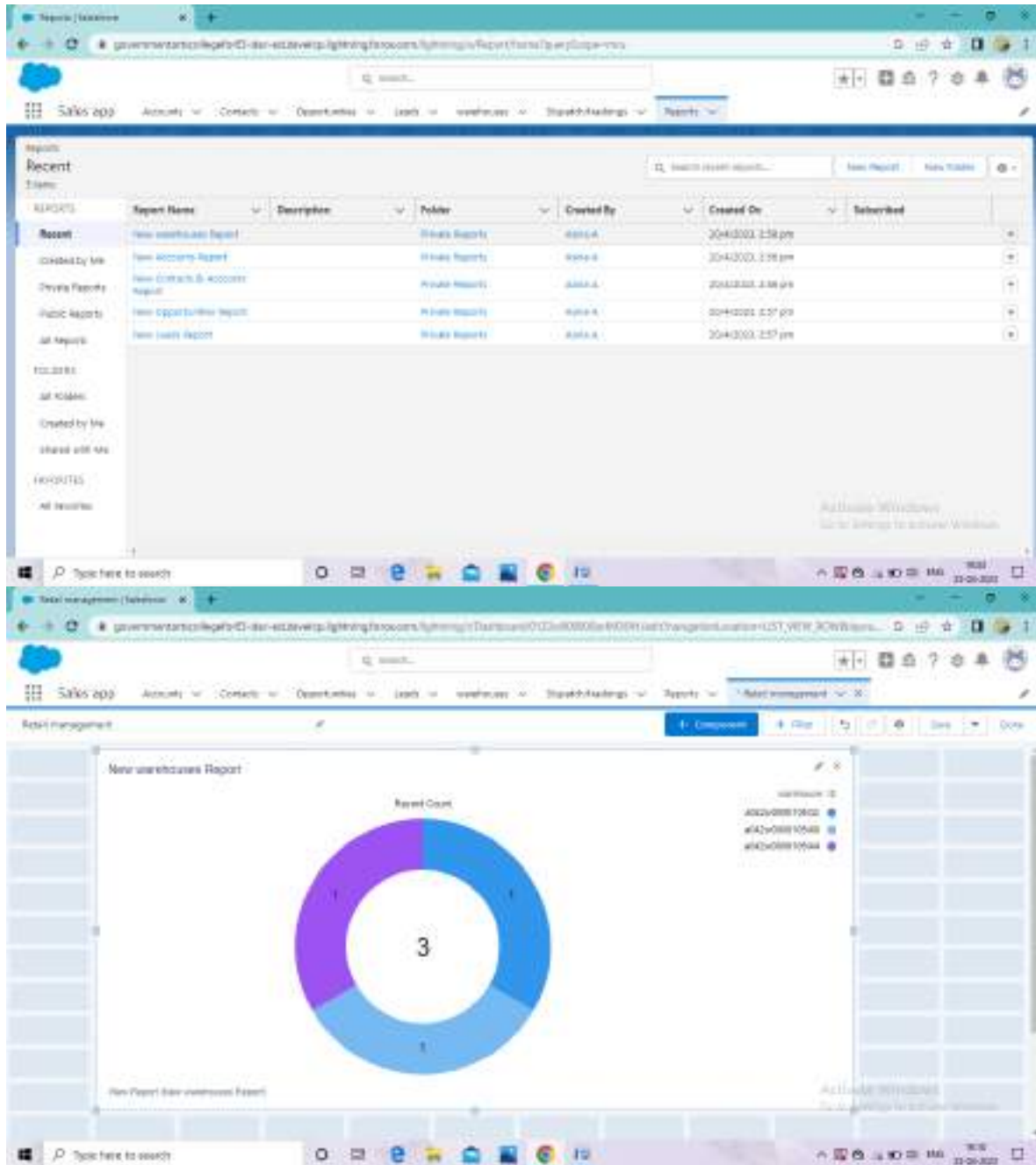
The "Validation Rule Edit" section shows the "Rule Name" as "phone_number_is_not_international_format". The "Error Condition Formula" section shows the formula: "if (phone_number_is_not_international_format) then (true) else (false)". The "Error Message" section shows the message: "Phone number is not international format".

Bottom Screenshot: Users

The bottom screenshot shows the "Users" management page. The left sidebar lists various settings, with "Users" selected. The main content area is titled "All Users" and includes a description: "On this page you can create, view, and manage users. In addition, download the user data as CSV or Excel file, and perform other administrative tasks from your mobile device."

The "Users" table lists the following users:

ID	Name	Alias	Username	Role	Status	Profile
101	A. J. J. J.	Admin	admin@smartinternz.com	Admin	Active	System Administrator
102	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
103	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
104	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
105	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
106	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
107	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
108	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
109	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator
110	Chaitan Kumar	Admin	chaitan.kumar@smartinternz.com	Admin	Active	System Administrator



4 Trailhead Profile Public URL

Team leader- <https://trailblazer.me/id/asina18>

Teammem1-<https://trailblazer.me/id/ttkalaivani>

Teammem2-<https://trailblazer.me/id/heena85>

Teammem3<https://trailblazer.me/id/gkothandan>

5 **ADVANTAGES & DISADVANTAGE**

Advantages:

- ❖ *Requires less capital*
- ❖ *More profit margin than wholesalers*
- ❖ *Better customer relationship*
- ❖ *Credit facility*
- ❖ *No liability towards the buyers.*

Disadvantages:

- ❖ *Requires more marketing*
- ❖ *Good selling cost is required*
- ❖ *High competition*
- ❖ *No benefit of bulk buying*
- ❖ *No interaction with customers.*

6 **APPLICATIONS**

Sales force can be used to manage orders from retail stores and Distributors, processing payments and managing inventory levels. This can help field sales teams ensure that orders are fulfilled quickly And accurately and that inventory levels are maintained at optimal level .

7 **CONCLUSION**

In conclusion, sales force is powerful platforms that can help retailers meet the demands of the rapidly changing retail landscape. Also retail is a set of solutions built on the salesforce platform designed to help retail companies manage their operations and customer relationship .

8 **FUTURE SCOPE**

Retailing has a very wide scope. It is the one of the fastest growing industries India and is providing employment opportunities to many people. This has Supervisory, client communication, merchandise shipment, sales, management and administrative services. More than 2 million jobs are available in retail management around the world.