Project Report

1. INTRODUCTION

1.1 Overview

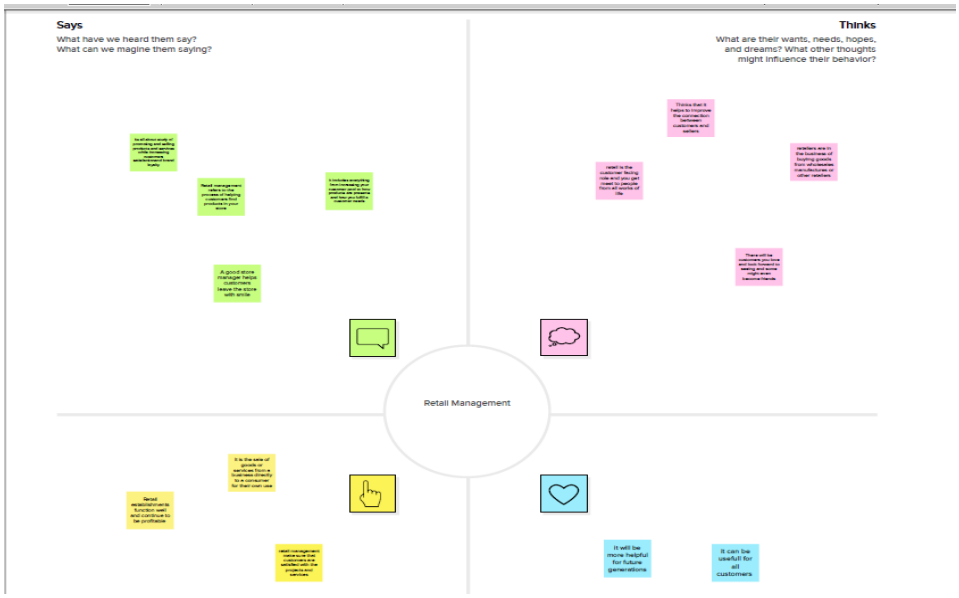
Retail management is the process of running and managing retail outlets day to day activities surrounding the selling of goods and services to customers. Retail management helps in saving time and ensures that customers easily locate their desired merchandise and return home satisfied.

1.2 Purpose

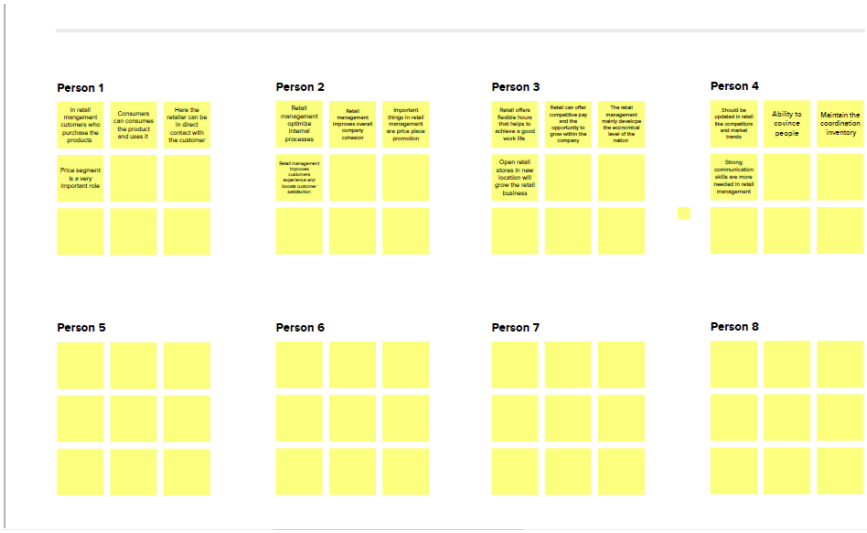
- Positioning of the retailer
- Immediate customer visibility
- Increasing the customer traffic
- Increasing sales
- Announcing special features
- New products

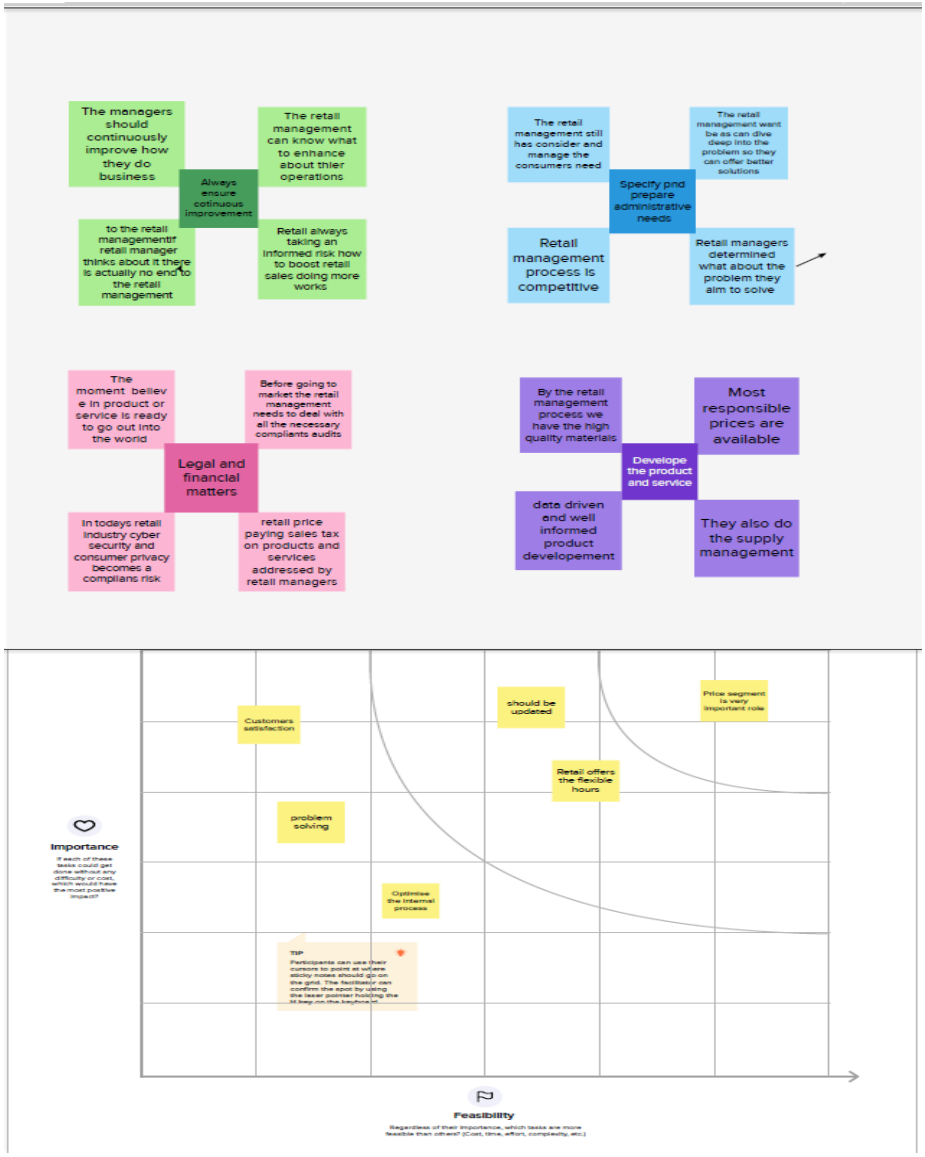
2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map


Person 1
Person 2
Person 3
Person 4
Person 5
Person 6
Person 7
Person 8


The managers should continuously improve how they do business
The retail management can know what to enhance about thier operations
Always ensure cotinuous improvement
to the retail managementIf retail manager thinks about it there is actually no end to the retail management
Retail always taking an informed risk how to boost retail sales doing more works
The retail management still has consider and manage the consumers need
The retail management want be as can dive deep into the problem so they can offer better solutions
Specify pnd prepare administrative needs
Retail management process is competitive
Retail managers determined what about the problem they aim to solve
The moment believ e in product or service is ready to go out into the world
Before going to market the retail management needs to deal with all the necessary compliants audits
Legal and financial matters
In todays retail industry cyber security and consumer privacy becomes a complians risk
retail price paying sales tax on products and services addressed by retail managers
By the retail management process we have the high quality materials
Most responsible prices are available
Develope the product and service
data driven and well informed product developement
They also do the supply management
Customers satisfaction
should be updated
Price segment is very important role
Retail offers the flexible hours
problem solving
Optimise the internal process
Importance
Feasibility

3 Result

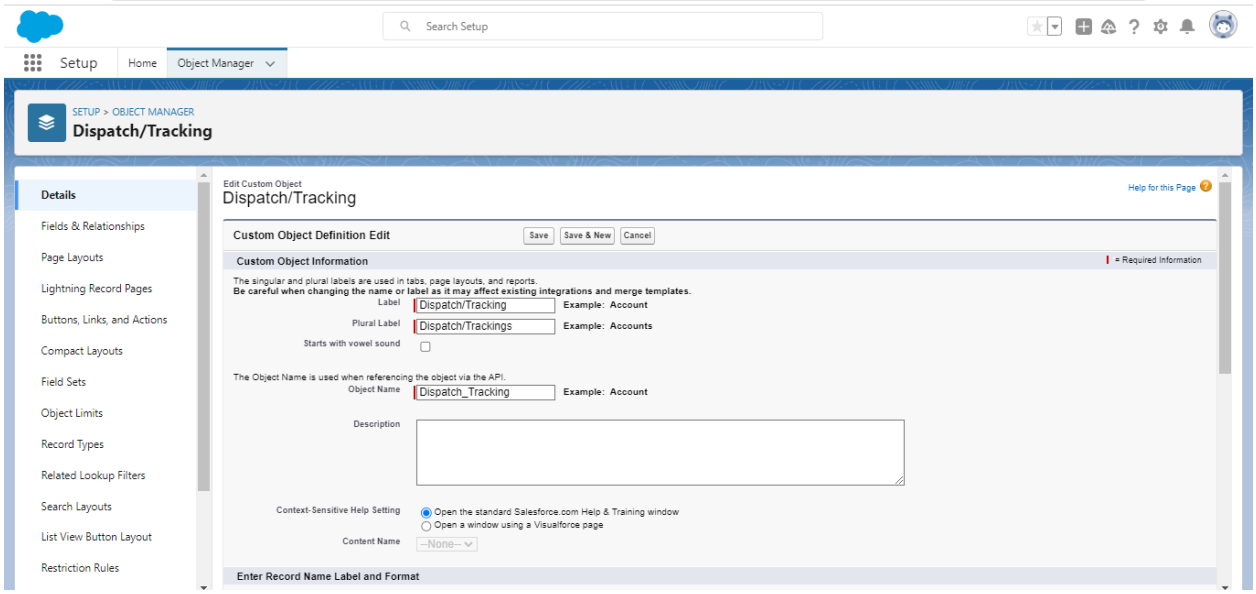
3.1 Data Model:

<table>
<tr><th>Object Name</th><th>Fields in the Object</th></tr>
<tr><td>Dispatch/Tracking</td><td>
<table>
<tr><th>Field Label</th><th>Data Type</th></tr>
<tr><td>Dispatch/tracking</td><td>Text</td></tr>
<tr><td>Dispatched</td><td>checkbox</td></tr>
<tr><td>Dispatch/tracking</td><td>Master Detail relationship</td></tr>
</table>
</td></tr>
<tr><td>Account</td><td>
<table>
<tr><th>Field Label</th><th>Data Type</th></tr>
<tr><td>phone</td><td>text</td></tr>
</table>
</td></tr>
<tr><td>Contact</td><td>
<table>
<tr><th>Field Label</th><th>Data type</th></tr>
<tr><td>Account Website</td><td>formula</td></tr>
</table>
</td></tr>
</table>

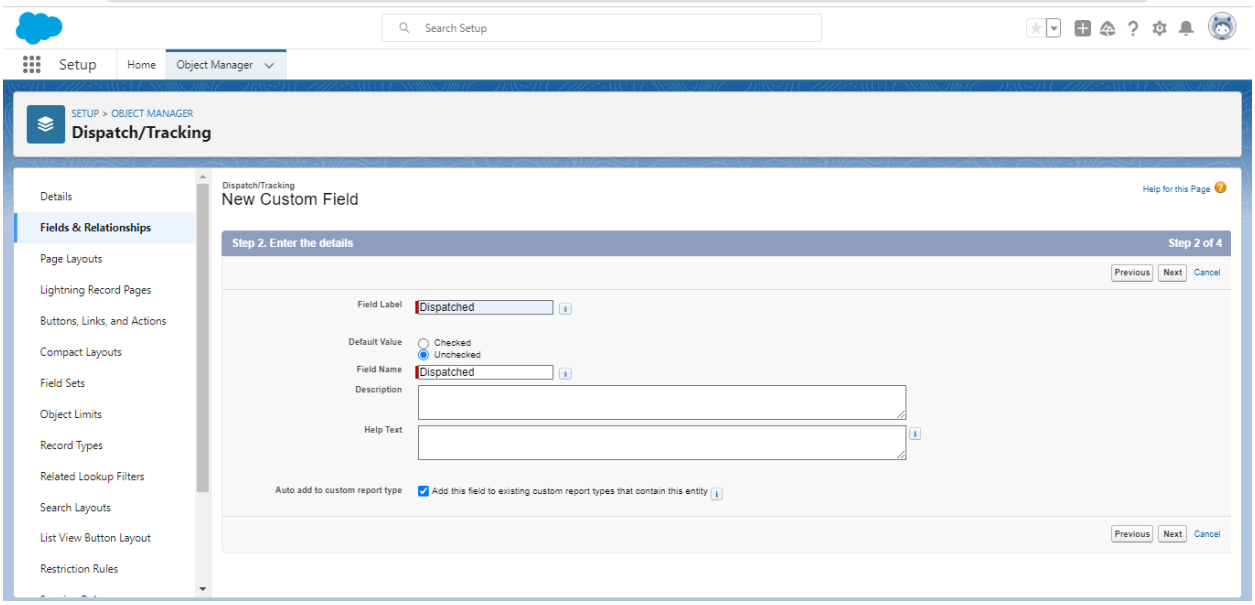
3.2 Activity & Screenshot

- ✓ First we need to login the salesforce through the new username and password

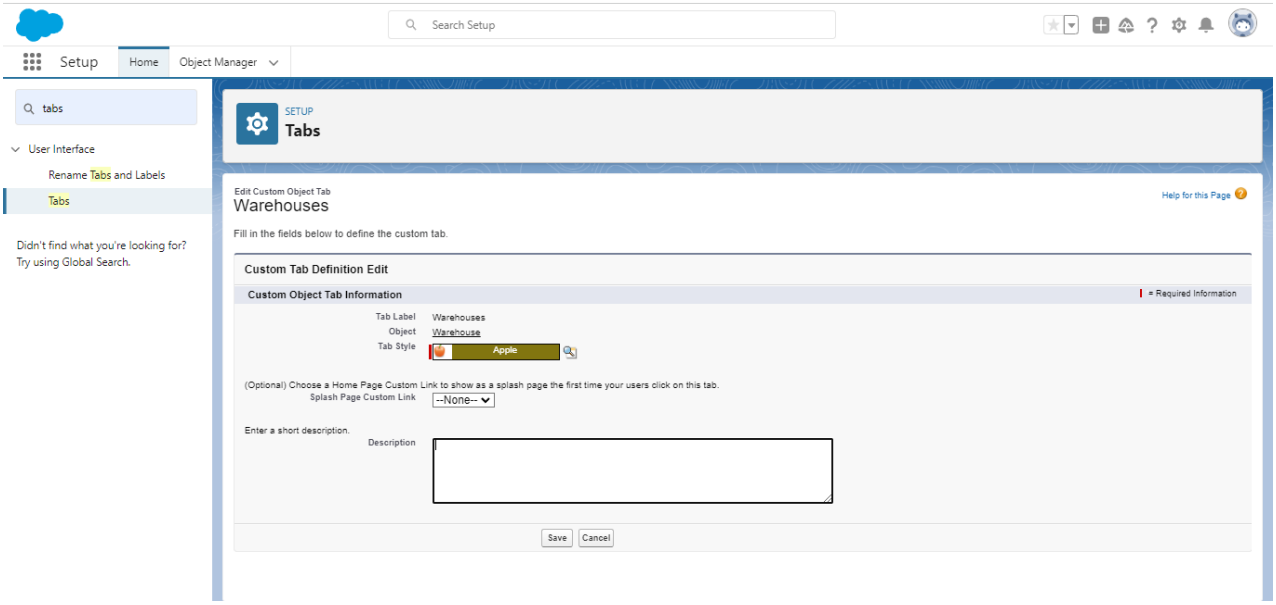
✓ Next in the Home page we can see the Object manager and create the new custom object



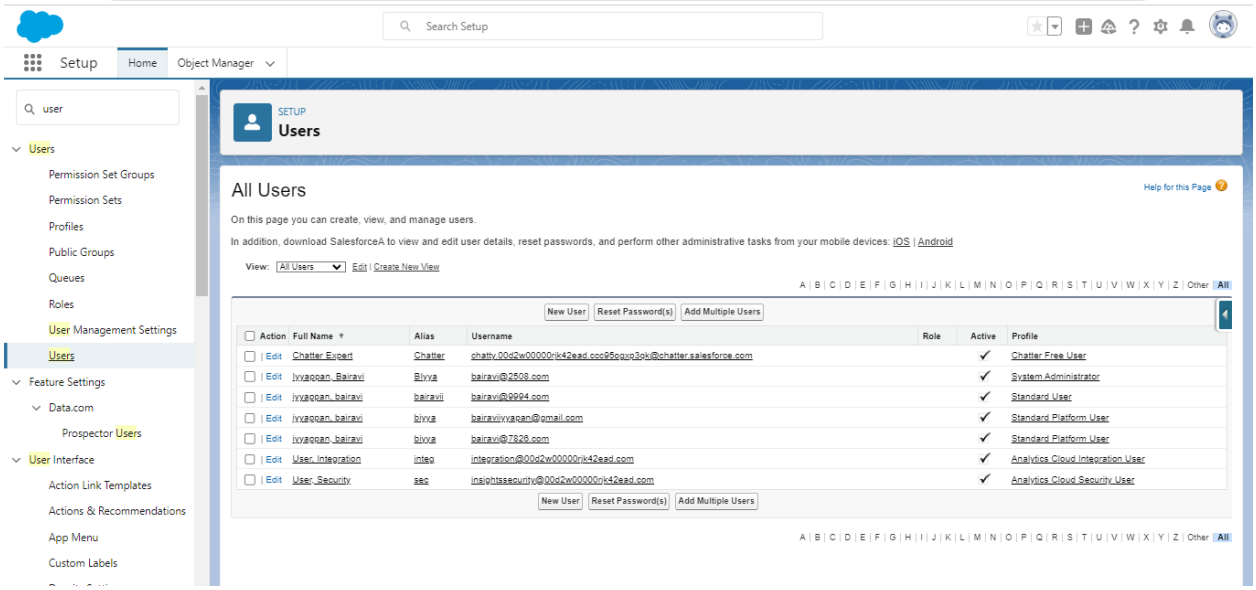
✓ In the next step go to the object manager and select the Dispatch/ Tracking and select the fields and relationships. Click new and select the data type has Checkbox.



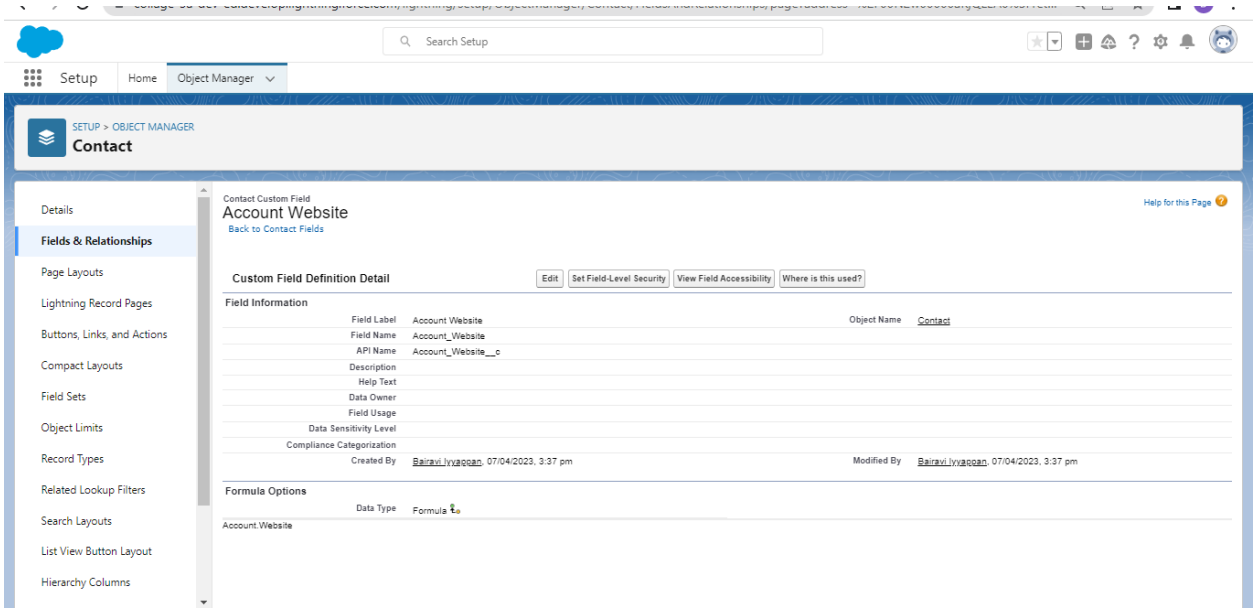
✓ Creation of custom tabs. For object select warehouse for tab style select any icon.



✓ And we need to create a new user. Give the answers to the particulars.



✓To create the cross object formula select the object manager and enter the values.



✓Finally we got the report by done the step by step of milestones.

4 **Trailhead Profile Public URL**

Team Lead – https://trailblazer.me/id/b2020batch

Team Member1- https://trailblazer.me/id2020batch2

Team Member2 - https://trailblazer.me/id/j2020batch1

Team Member3 - https://trailblazer.me/id/j2020batch

5 **Advantage and Disadvantage**

ADVANTAGES

- They offer convenience

- They let customers test the merchandise
- They help customers make decisions
- And provide inspiration
- They seem more secure than shopping online

DISADVANTAGES

- Off –price companies depend on manufacturing mistakes for their product supply.
- Unable to identify consumer preference.
- Rise of commodity prices specially rise in fuel prices puts pressure on already lean margin.

6 APPLICATIONS

- Improved data effectiveness of promotions, forecasts of sales, stock, records etc.
- Faster distribution cycle system.
- Improved trading partner relationships.
- Ability to incorporate faster responses to changing market conditions.
- Consumer benefits from operational efficiencies.

7 Conclusion

Retail thus enjoys many unique features inefficiency in retailing leads to profitability of the retailers and lower services outputs for the consumers.

8 Future Scope

Retail management provides us the lots of scopes about it. For example pharma industry,Government jobs and the Academic, Business platforms. In the business industry we can assumed that retail pharmacist,wholesale , pharmacist,Distributor.