PROJECT REPORT TEMPLATE

1 INTRODUCTION

1.1 Overview

- It involves us a direct interaction with their customer and co-ordinating business activities from designing of a product to its delivery and post –delivery service.

- Those who are specialists in retail management are generally known as Retail Managers.

- A Retail Manager is expected to address consumer's problems, monitor retail order, handle merchandising, manage HR and also supervise the stocks/inventory and supply chain management.

- Retail Management deals with selling of goods and services to consumers.

1.2 Purpose

- Improves the customer experience an outstanding customer experience is critical for business.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Need some inspiration?

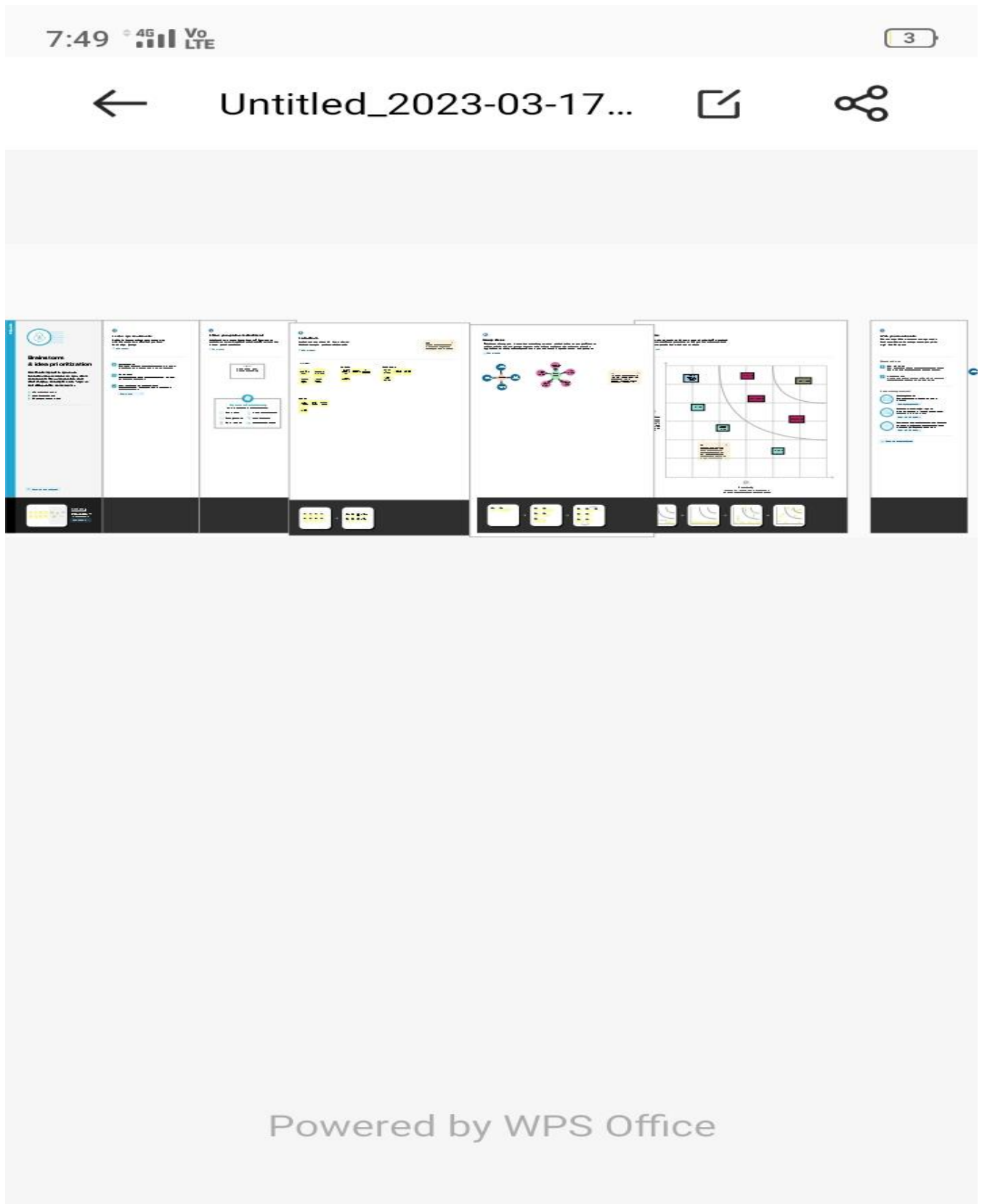Be a scroll or increase of this template to include your needs.

Open map page →

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Inventory Management	It's CRM based	Remove unsold Items
		Unique SKU
Discipline management	Cost management	Crete And attractive display
		Plan tha store layout well want
Impress people	Excellent customer service	Avoid confusion
		Save time
Quality materials	High Quality and low price	Good service
		The price is really affordable

2.2 Ideation & Brainstorming Map

3 RESULT

3.1   Data Model

Object name	Fields in the Object	
	Field label	**Data type**
CONTACT	Level	Picklist
DISPLAY/TRACKING	Dispatched	Checkbox

Object name	Fields in the Object	
	Field label	**Data type**
CONTACT	Languages	Text
ACCOUNT	Student	Master-Detail

3.2   Activity & Screenshot

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Hierarchy Columns

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Contact Custom Field
Level
Back to Contact Fields

Help for this Page

Validation Rules [0]

Custom Field Definition Detail   Edit | Set Field-Level Security | View Field Accessibility | Where is this used?

Field Information

Field Label	Level	Object Name	Contact
Field Name	Level	Data Type	Picklist
API Name	Level__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Bebejohn K, 10/04/2023, 6:11 pm	Modified By	Bebejohn K, 10/04/2023, 6:11 pm

General Options

Required	☐
Default Value	ℹ

Picklist Options

Restrict picklist to the values defined in the value set	☐
Controlling Field	[New]

Picklist Values Used

Active picklist values	3 (1,000 max)
Inactive picklist values	0

Field Dependencies   New   Field Dependencies Help ?

No dependencies defined.

Validation Rules   New   Validation Rules Help ?

No validation rules defined.

Values   New | Reorder | Replace | Printable View | Chart Colors ▼   Values Help ?
Delete Selected | Deactivate Selected | Replace Selected

	Action	Values	API Name	Default	Chart Colors	Modified By
☐	Edit	Del	Deactivate	Secondary	Secondary	☐	Assigned dynamically	Bebejohn K, 10/04/2023, 6:11 pm
☐	Edit	Del	Deactivate	Tertiary	Tertiary	☐	Assigned dynamically	Bebejohn K, 10/04/2023, 6:11 pm
☐	Edit	Del	Deactivate	Primary	Primary	☐	Assigned dynamically	Bebejohn K, 10/04/2023, 6:11 pm

Inactive Values   Delete Unused Values   Inactive Values Help ?

No Inactive Values values defined.

∧ Back To Top   Always show me ▼ more records per related list

Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules

Dispatched

Back to Display/tracking

Validation Rules [0]

Custom Field Definition Detail   [Edit] [Set Field-Level Security] [View Field Accessibility] [Where is this used?]

Field Information

Field Label	Dispatched	Object Name	Display/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	Bebejohn K, 12/04/2023, 11:31 am	Modified By	Bebejohn K, 12/04/2023, 11:31 am

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

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Hierarchy Columns

Scoping Rules

Triggers

Flow Triggers

Validation Rules

Languages

Back to Contact Fields

Validation Rules [0]

Custom Field Definition Detail   Edit | Set Field-Level Security | View Field Accessibility | Where is this used?

Field Information

Field Label	Languages	Object Name	Contact
Field Name	Languages	Data Type	Text
API Name	Languages__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Bebejohn K, 10/04/2023, 6:11 pm	Modified By	Bebejohn K, 10/04/2023, 6:11 pm

General Options

Required	☐
Unique	☐
Case Sensitive	☐
External ID	☐
Default Value	

Text Options

Length	100

Validation Rules   New   Validation Rules Help ⑦

No validation rules defined.

∧ Back To Top   Always show me ▼ more records per related list

Details	
Fields & Relationships	
Page Layouts	
Lightning Record Pages	
Buttons, Links, and Actions	
Compact Layouts	
Field Sets	
Object Limits	
Record Types	
Related Lookup Filters	
Search Layouts	
List View Button Layout	
Restriction Rules	
Scoping Rules	
Triggers	
Flow Triggers	
Validation Rules	

account custom field
Student

validation Rass id

Custom Field Definition Detail

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

Field Information

Field Label	Student	Object Name	account
Field Name	Student	Data Type	Master-Detail
API Name	Student__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Bebejohn K, 11/04/2023, 10:21 am	Modified By	Bebejohn K, 11/04/2023, 10:21 am

Master-Detail Options

Related To	Student	Child Relationship Name	student
Related List Label	accounts		
Sharing Setting	Read/Write: Allows users with at least Read/Write access to the Master record to create, edit, or delete related Detail records.		
Reparentable Master Detail			

Lookup Filter

No lookup filters defined.

Validation Rules

[New]

No validation rules defined.

∧ Back To Top

Always show me ▼ more records per related list

4 TRAILHEAD PROFILE PUBLIC URL

TEAM LEADER -   **https://trailblazer.me/id/bebejohn**

TEAM MEMBER 1 –   **https://trailblazer.me/id/kamatchi4**

TEAM MEMBER 2 –   **https://trailblazer.me/id/ssanjay64**

TEAM MEMBER 3 –   **https://trailblazer.me/id/ddharshini34**

5 ADVANTAGES

- The biggest advantage of retail is that it is a cash business implying that a retailer will always sell goods on cash to its customers and since wholesaler gives goods to retailers on credit of 30 to 60 days it is the retailer who enjoys liquidity he or she is selling goods in cash and getting credit from wholesalers.

DISADVANTAGES

- The biggest problem with retail business is that profit margins of this business is fixed which ranges from 5 to 20 percent depending upon the brand of the product which retailer is selling and also unlike wholesaler who can expand business in order to achieve economies of scale in case of retailing such things is not possible.

6 APPLICATIONS

- Retail Management Software is technology that helps business owners drive more sales, which applications that include **point of sale features, inventory management, retail customer relationship management** and more.

- These solutions often include hardware for payment terminals and can support mobile devices.

- Retail manager is expected to address consumer's problems, monitor retail orders, handle merchandising, manage HR and also supervise the stocks/inventory and supply chain management.

7 CONCLUSION

- we had concluded about the retail management system, communication model that underpins the development of marketing communication messages.

- Communications to build a brand and the characteristics of the different media that might carry marketing communications.

- In Addition, You have identified a range of communication tools which make up the marketing communications mix.

8 FUTURE SCOPE

- Supervisory, client communication, merchandise shipment and administrative services are all options for candidates with a retail management background.

- More than 2 million jobs are available in Retail Management around the world.

SUBMITTED BY

BEBEJOHN
ARANI
AARTHI
DHARSHINI