**Title:** **Comprehensive CRM Application for Wholesale Rice Mill**

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This project involves the development of a comprehensive Customer Relationship Management (CRM) application tailored for a wholesale rice mill using Salesforce. The primary goal was to create an integrated system that enhances operational efficiency, data management, and customer relations within the rice mill factory. The application features custom objects such as Consumers, Rice Mill, Rice Details, and Suppliers, each with its own dedicated tab for streamlined access. A custom Lightning App was designed to unify these components into a cohesive user experience, integrating various objects with relevant fields and page layouts.

Profiles and role hierarchies were meticulously configured to establish clear access levels and permissions, ensuring that different user roles-from owners to workers-have appropriate visibility and control over the data. User accounts were created and assigned profiles, with permission sets used to extend access rights as needed, ensuring tailored access to specific functionalities.

The application’s reporting and dashboard capabilities deliver actionable insights into key metrics such as daily sales volumes, revenue, inventory levels, and customer purchasing patterns. These features facilitate real-time data analysis, aiding in strategic decision-making and operational planning. Custom Apex code was developed to address complex business logic, automate critical workflows, and manage sales transactions and inventory processes efficiently. Validation rules and cross-object formula fields were implemented to ensure data accuracy, with ISBLANK formulas enforcing mandatory field completion.

This Salesforce CRM application thus provides a robust and scalable solution for managing the rice mill’s operations, improving operational efficiency, and enhancing customer engagement, while also enabling comprehensive data analysis and reporting for strategic business growth.

Additionally, the integration with external systems for data import and export was set up to facilitate seamless synchronisation with existing databases and third-party applications. This ensures that the CRM system operates as a central hub for all business processes, providing a comprehensive view of operations and customer interactions. This Salesforce CRM application thus provides a robust and scalable solution for managing the rice mill’s operations, improving operational efficiency, and enhancing customer engagement, while also enabling comprehensive data analysis and reporting for strategic business growth.

**Keywords:** Salesforce, CRM Application, Custom Objects, Lightning App, Fields, Page Layouts, Profiles, Role Hierarchy, Permission Sets, Reports, Dashboards, Apex .

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