**Experiment No. 01**

**Aim:-** To Prepare Retail Management System.

**Problem Statement:-**

The Retail Store Management System is a system designed for managing i.e. for ordering, arranging and selling goods.The Retailer checks for the availability of goods in the store. If the stock of goods is less then retailer places order for goods. While ordering the goods, goods area received at store, the retailer then arrange them by product or by price, then retailermakes payment. If the stock of goods is available then he will arrange goods for selling.The retailer then sales the goods directly to the customer. The customer buys the items from retailer. The retailer prepares bill for goods purchased by the customer, he receives amount by credit or by cash from customer. The supplier supplies the goods to the store in the system. The overall system is used to manage the goods in the store.A software requirements definition is an abstract description of the services which the system should provide and the constraints under which the system must operate. And requirements definition is probably the most important technique in structured analysis.

**Functional Requirement:**

* A retailer performs the dual functions of buying and assembling of goods. The responsibility of a retailer is to identify the most economical source for obtaining the goods from the suppliers and passing on the advantages to the consumer.
* The retailers perform the functions of warehousing and storing. They store the goods in bulk and make them available as per the requirement of the consumer. Warehousing and store keeping helps in ensuring uninterrupted availability of the goods to the consumers.
* The primary function of a retailer is selling the products to the customers for which various techniques or business practices are being adopted by the retailer to achieve the strategic goals.
* The prime focus of a retailer is on maximizing customer satisfaction by delivering quality products and services both on cash as well as credit basis. As a result of which, retailer always runs the risk of accumulating bad debts on account of non-payment of the amount from the consumer.
* A retailer needs to have robust risk management capabilities. Various kinds of risks can be involved in a retail business which a retailer should be well prepared with like loss or damage of the products due to deterioration in quality, perishability or spoilage. A change in customer’s buying preferences or tastes can also affect the retail business to a great extent, or even the products may be damaged due to the natural calamities or vagaries of nature.
* A retailer performs the crucial function of grading for all those goods which at times are either left ungraded by the wholesalers or manufacturers so that the customers readily accept the goods. The retailer is responsible for the packing of goods in small packages or small containers for the customer’s convenience.
* The retailers are the direct point of contact or communication with the customers; hence they gather information regarding the changing tastes and preferences of the consumers, pass on the customer feedback to the manufacturers for continuous improvement in service delivery.
* Retailers act as a vital channel for the launch of new products in the market as they are the direct interface with the consumers and can communicate directly with the targets consumers about the new product features and advantages.
* The retailers are responsible for the product promotion and advertisement by planning the product displays and visual merchandising for attracting the customers.

**Features: -**

**DSM Works Offline:** DSM works online but when internet down than you can continue your selling. DSM will automatically resynchronize with other terminals & up-to-date back-up.

**Online Store:** Open an Online Store and quickly get your product online with just one click. No need to be web expert.

**Mobile Friendly:** You can operate and see details of shop in your mobile phone. Domain and

**Hosting:** Bring your own domain to ensure to match your Shop. Inventory Control: See stock on hand, get notification when stock is low.

**Customer History**: Keep all your customer information in one place. It keeps customer purchase history.

**Customizable Reporting:** Build your own reports and quick see the store. Reports like inventory, sells, end of day. You can even see the reports from mobile phone.

**Add-Ons:** You can integrate multiple data in one database it’s synchronize automatically.

**Multi-Outlet:** You can open new outlet using same database. You can add more than one user just a click.

**DSM System is perfect for retail stores, just like ours**

* Fashion boutiques
* Home & Lifestyle
* Health & Beauty
* Sports & Outdoors
* Food & Drink
* Coffee Shops
* Computer Shops
* Bike Shops
* And Many More

**Conclusion:-**

From all the information we can create a Retail management system. In this we have explored the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with their target customers