**Phase 1**

**Problem Statement**

The Boutique Management App is a custom Salesforce application designed to help boutique owners seamlessly manage their customers, products, and sales in one centralized platform.

**Problem Understanding & Industry Analysis**

**1. Requirement Gathering**

**Goal: Understand what each stakeholder needs from the boutique management system.**

* **Customers:** Easy browsing of collections, personalized recommendations, loyalty rewards, seamless online & in-store experience.
* **Sales Staff:** Quick access to customer purchase history, inventory updates, easy billing & returns management.
* **Store Manager:** Inventory visibility, sales reports, staff performance tracking, reduced manual paperwork.
* **Business Owners:** End-to-end visibility on sales, inventory, customer engagement, and profitability.

**2. Stakeholder Analysis**

**Goal: Identify roles and responsibilities in the ecosystem.**

* **Primary Stakeholders:**
  + **Customers →** End users, purchasing products online or in-store.
  + **Sales Staff →** Assist with transactions, update customer preferences, and upsell products.
  + **Store Manager →** Manages daily operations, inventory, and staff schedules.
* **Secondary Stakeholders:**
  + **Business Owner/Management →** Strategic decisions on sales, marketing, and expansion.
  + **IT/Salesforce Admins →** Maintain the boutique CRM & integrations.
  + **Suppliers/Vendors →** Provide stock and manage restocking cycles.

**3. Business Process Mapping**

**Goal: Understand current challenges vs. how Salesforce can improve operations.**

**Current Process (Manual/Traditional):**

* Customer info tracked manually in diaries/spreadsheets.
* Inventory updated at end of the day → stock mismatches.
* Loyalty programs handled inconsistently.
* Customer preferences rarely tracked → missed upsell opportunities.
* Marketing mostly word-of-mouth or generic promotions.

**Proposed Process (Salesforce Enabled):**

* Customer interactions captured automatically (POS, website, social media).
* Real-time inventory sync with alerts for low stock.
* Automated loyalty & rewards programs.
* Personalized fashion recommendations powered by Salesforce AI.
* Targeted marketing campaigns (SMS, email, WhatsApp) from Salesforce Marketing Cloud.

**4. Industry-Specific Use Case Analysis**

**Goal: Benchmark against best practices in Boutique/Retail.**

* **Customer Retention:**
  + Many boutiques lose customers due to lack of personalized follow-up.
  + **Solution →** Salesforce CRM with customer history, birthdays, style preferences, automated reminders.
* **Inventory Management:**
  + Stockouts or overstocking are common.
  + **Solution →** Inventory dashboard with predictive restocking.
* **Loyalty & Engagement:**
  + Successful boutiques run loyalty programs to retain customers.
  + **Solution →** Salesforce Loyalty Management or AppExchange apps.

**5. AppExchange Exploration**

**Goal: Identify existing Salesforce apps to reduce development effort.**

* **Potential Apps for Boutiques:**
  + POS/Inventory Management Apps.
  + Loyalty Management Apps (customer rewards & referrals).
  + Marketing Automation Apps (SMS, WhatsApp, Email campaigns).