

## Phase 2: Org Setup & Configuration

### 1. Salesforce Editions

Salesforce offers different editions depending on the organization's size and requirements. For this project, a Developer Edition org is used, which provides:

Core CRM Objects	Accounts, Contacts, Cases, Events, Tasks
Customization Options	Custom fields, Profiles, Permission Sets, Roles
Sandbox Support	Single developer sandbox for testing metadata changes
License Limitations	5 users, standard Salesforce licenses

Rationale: Developer Edition is ideal for testing and learning because it provides most features without requiring production licenses.

### 2. Company Profile Setup

Primary Contact	Palak Lodhi, palak.lodhi.aiml22@ggits.net
Default Locale	English (India)
Default Time Zone	GMT+5:30 Asia/Kolkata
Default Currency	INR

Purpose: Ensures accurate formatting for reports, dashboards, and date-time calculations across the org.

### 3. Business Hours & Holidays

Configuration: Business Hours: 24x7; Holidays: Organization-specific (optional).

- Setup → Business Hours → New
- Enter Business Hours Name: Standard Business Hours
- Select working days and times
- Save

Purpose: Defines operational hours for appointments, Events, and SLA calculations for Cases.