

1 INTRODUCTION

1.1 Overview

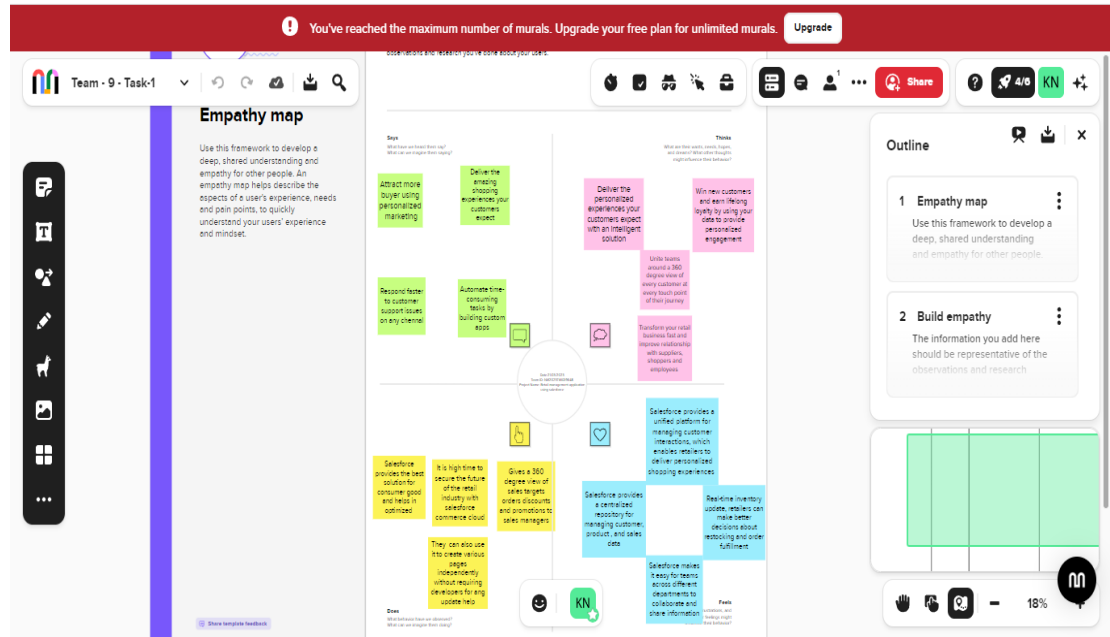
Sales force management in the soul of the company. Establishing a world recognize brand does not only require marketing and advertise efforts, but it also requires the sales representative or in simple words sales force along with all other promotional activities.

1.2 Purpose

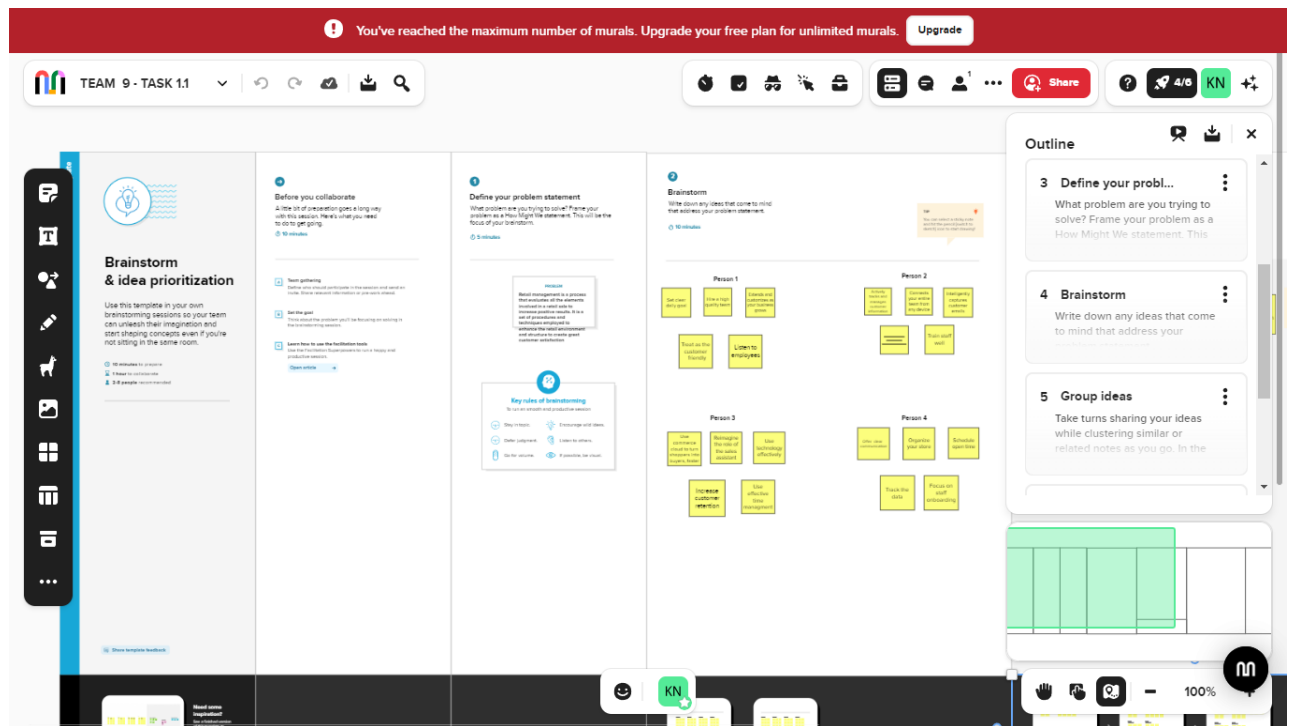
Salesforce can be used to manage orders from retail stores and distributors, including tracking orders, processing payments, and managing inventory levels.

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



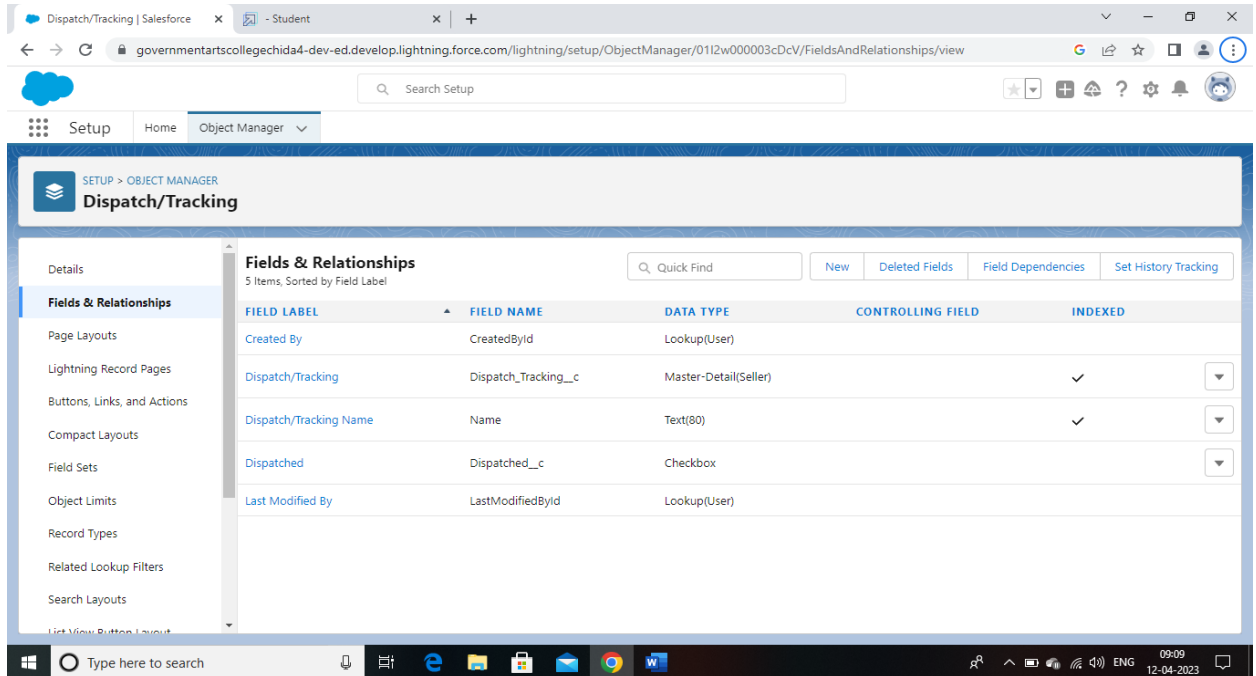
3 RESULT

3.1 Data Model:

Object name	Fields in the Object	
Dispatch/Tracking	Field label	Data type
	Dispatch/Tracking	Mater-Detail(seller)
	Dispatched	Check Box
Warehouse	Field label	Data type
	Product Name	Text(100)
	Stock Available	Check Box

3.1 Activity & Screenshot

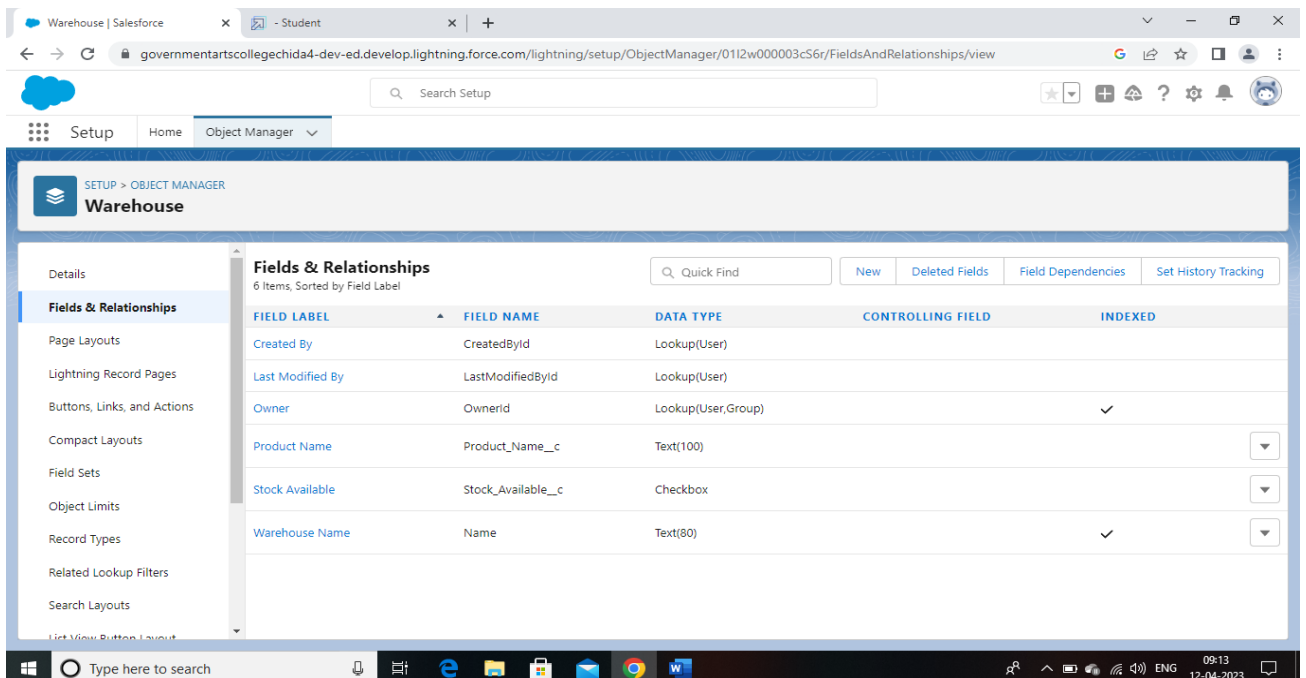
Dispatch/Tracking



The screenshot shows the Salesforce Setup interface for the 'Dispatch/Tracking' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and displays a table of 5 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (Lookup(User)), Dispatch/Tracking (Master-Detail(Seller)), Dispatch/Tracking Name (Text(80)), Dispatched (Checkbox), and Last Modified By (Lookup(User)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Dispatch/Tracking	Dispatch_Tracking__c	Master-Detail(Seller)		✓
Dispatch/Tracking Name	Name	Text(80)		✓
Dispatched	Dispatched__c	Checkbox		
Last Modified By	LastModifiedById	Lookup(User)		

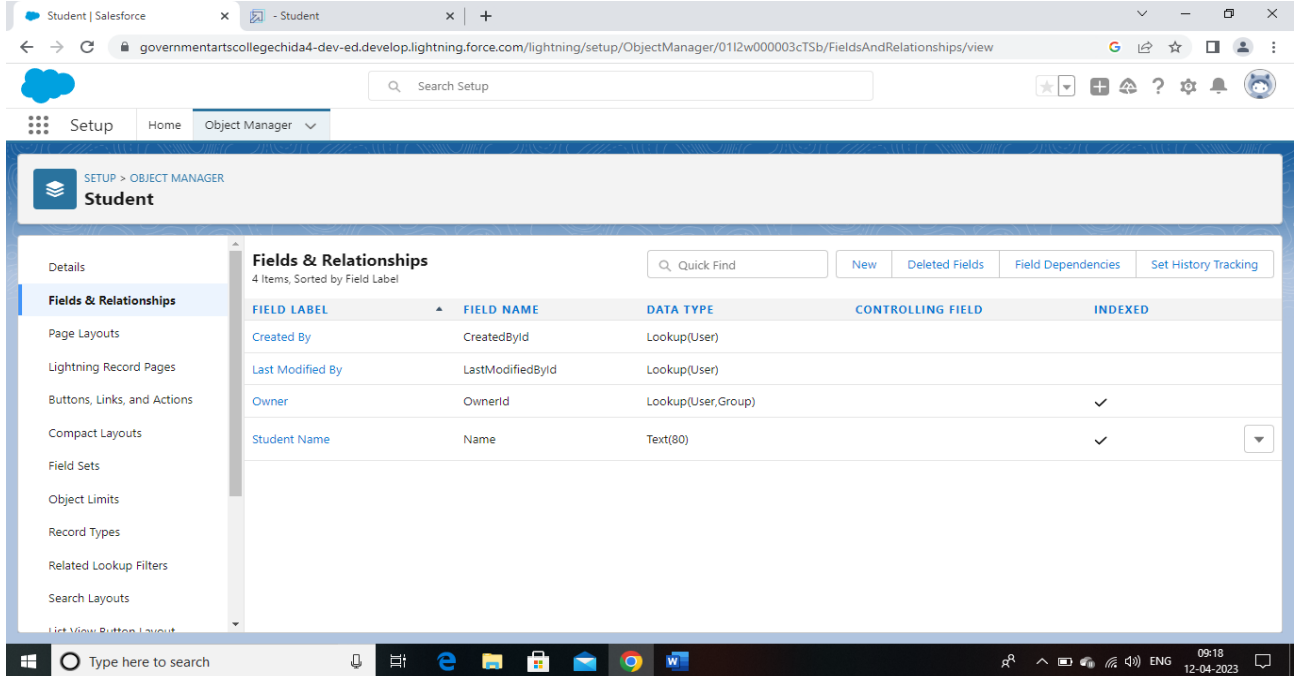
Warehouse



The screenshot shows the Salesforce Setup interface for the 'Warehouse' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main content area is titled 'Fields & Relationships' and displays a table of 6 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (Lookup(User)), Last Modified By (Lookup(User)), Owner (Lookup(User,Group)), Product Name (Text(100)), Stock Available (Checkbox), and Warehouse Name (Text(80)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Product Name	Product_Name__c	Text(100)		
Stock Available	Stock_Available__c	Checkbox		
Warehouse Name	Name	Text(80)		✓

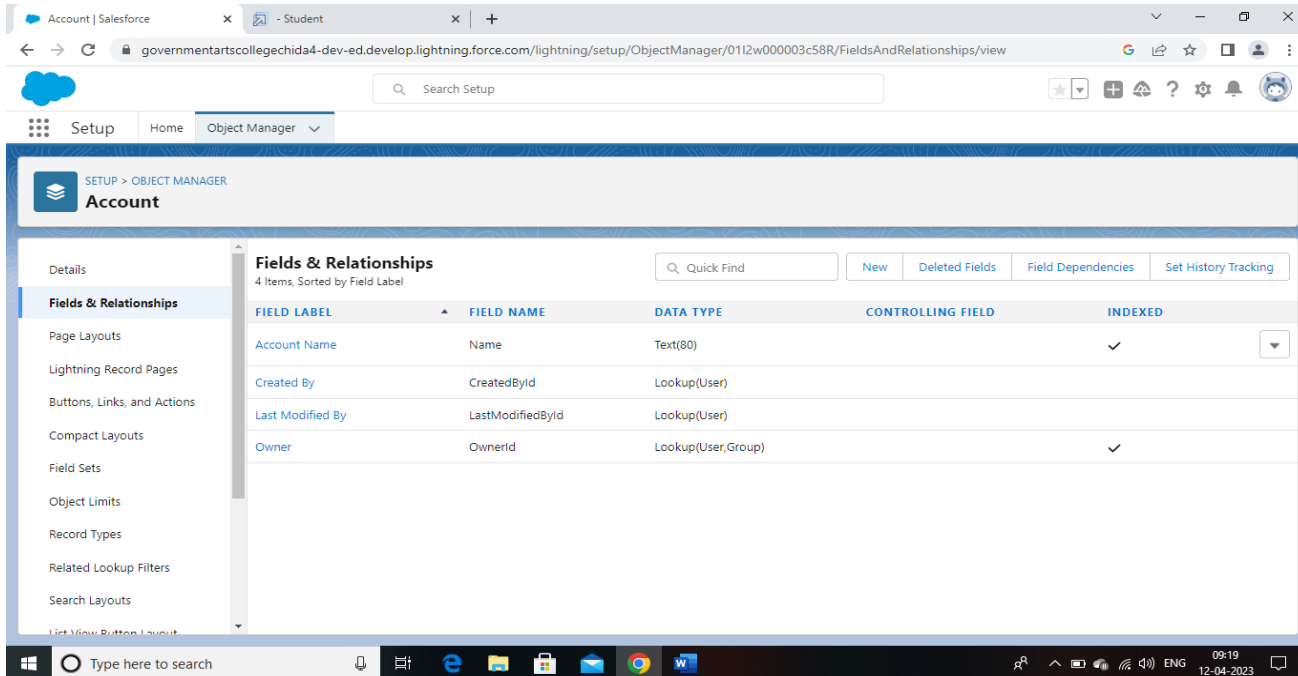
Student



The screenshot shows the Salesforce Object Manager interface for the 'Student' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table of fields for the 'Student' object. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (CreatedById, Lookup(User)), Last Modified By (LastModifiedById, Lookup(User)), Owner (OwnerId, Lookup(User,Group)), and Student Name (Name, Text(80)). The 'Student Name' field is indexed and has a dropdown arrow in the INDEXED column.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Student Name	Name	Text(80)		✓

Account



The screenshot shows the Salesforce Object Manager interface for the 'Account' object. The left sidebar contains a navigation menu with options: Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table of fields for the 'Account' object. The table has columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Account Name (Name, Text(80)), Created By (CreatedById, Lookup(User)), Last Modified By (LastModifiedById, Lookup(User)), and Owner (OwnerId, Lookup(User,Group)). The 'Account Name' field is indexed and has a dropdown arrow in the INDEXED column.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account Name	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓

4 Trailhead Profile Public URL

Team Lead –<https://trailblazer.me/id/knathan>

Team Member 1-<http://trailblazer.me/id/ksundar70>

Team Member 2- <https://trailblazer.me/id/kartv29>

Team Member 3 - <https://trailblazer.me/id/gopi222>

5 ADVANTAGES & DISADVANTAGE

AVANTAGE:

- 1.Requires less capital
- 2.More profit margin than wholesale
- 3.Better customer relation
- 4.Credit facility
5. No liability towards the buyers

DISATVANTAGE:

- 1.Requires more marketing costs
2. Good selling skill is required
3. High competition
4. No benefits of bulk buying

6 APPLICATIONS

CRM or customer relationship management system. Is a sales force system that organize all your business customer and leads so that you can easily stay in touch with them a trackable way.

Salesforce gives standard apps such as Sales Cloud, Call Center, Salesforce Marketing Cloud, and Community .

7 CONCLUSION

In this course 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.

8 FUTURE SCOPE

As the demand for any salesforce job is high, a certification equips you with specialized salesforce requirements. The right salesforce training props you ahead in a niche area where the scope for career growth and salary is sky -high.