Phase – 1 Document Kotipalli Harsha Veera Surya Sai Teja

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1. Project Title

Revolutionizing Agriculture with AgriEdge Or-Mange Ltd: A Salesforce-Driven Order Management Solution

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2. Problem Statement

AgriEdge Or-Mange Ltd is facing challenges in managing its agricultural supply chain operations.

- Manual order processing leads to errors & delays.

- Lack of real-time inventory visibility causes stockouts and overstocking.

- Disconnected customer service channels result in poor customer experience.

A Salesforce-driven Order Management System (OMS) is required to solve these challenges.

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3. Objectives

- Automate order management to minimize manual errors.

- Enable real-time inventory tracking.

- Integrate with customer service channels for seamless support.

- Provide analytics & reports for decision-making.

- Ensure data security & compliance.

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4. Stakeholder Analysis

- **CEO/Management:** Wants visibility into sales & supply chain performance.

- **Sales Team:** Needs easy order entry & tracking.

- **Warehouse Staff:** Requires real-time stock visibility.

- **Customers (Farmers, Distributors):** Expect timely delivery and support.

- **IT/Admin:** Ensure system stability, security, and integrations.

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5. Business Process Mapping (Before Salesforce)

1. Customer places order via phone/email.

2. Sales rep manually records in spreadsheet.

3. Warehouse checks stock manually.

4. Delivery arranged after approval.

5. Updates communicated via multiple channels.

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6. Business Process Mapping (After Salesforce OMS)

1. Customer places order → Captured in Salesforce.

2. Automated workflow → Order created, tasks assigned.

3. Inventory auto-updated in real-time.

4. Warehouse notified instantly.

5. Automated email/SMS updates to customers.

6. Reports & dashboards provide insights.

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7. Industry-Specific Use Case Analysis

Agriculture industry requires:

- Seasonal demand forecasting (based on crop cycles).

- Bulk orders (fertilizers, seeds).

- Perishable items tracking (fruits, vegetables).

- Farmer/distributor relationship management.

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8. AppExchange Exploration

Potential Salesforce add-ons from AppExchange:

- Inventory Management Apps.

- SMS/WhatsApp Notification Apps.

- Agri-Supply Chain Solutions.

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9. Conclusion

Phase 1 analysis confirms that Salesforce OMS is the right solution to transform AgriEdge's supply chain, reduce costs, and improve customer satisfaction.