RETAIL MANAGEMENT APPLICATION

1 INTRODUCTION

Overview

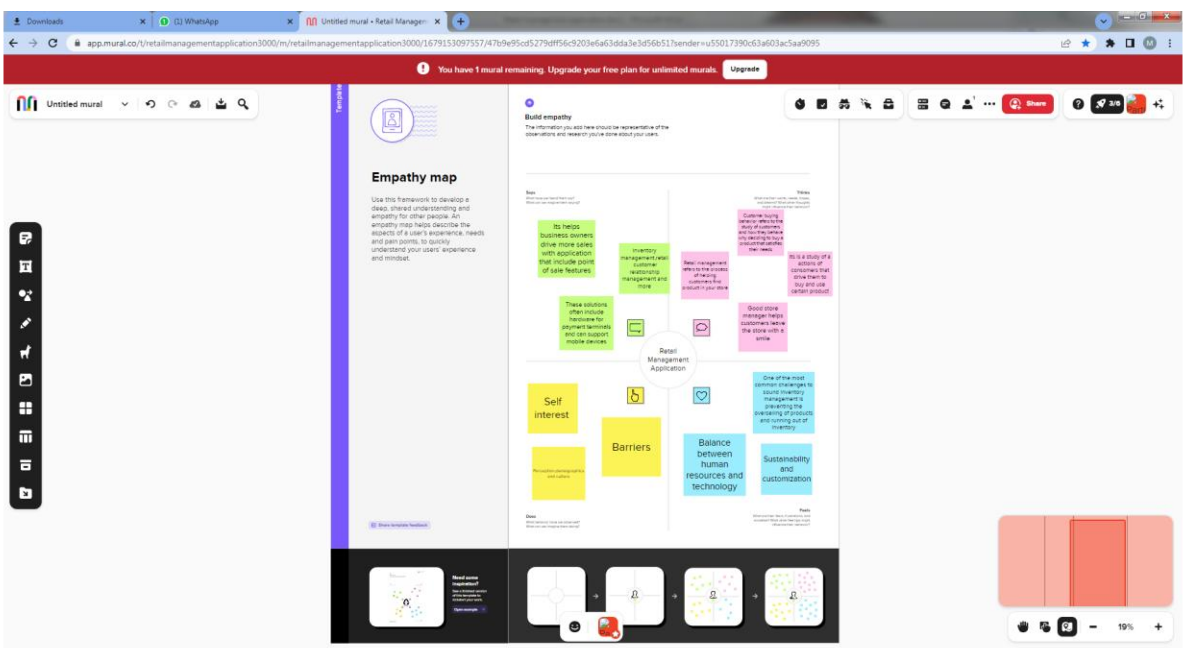
Retail management optimizes internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources. Retail management improves overall company cohesion.

Purpose

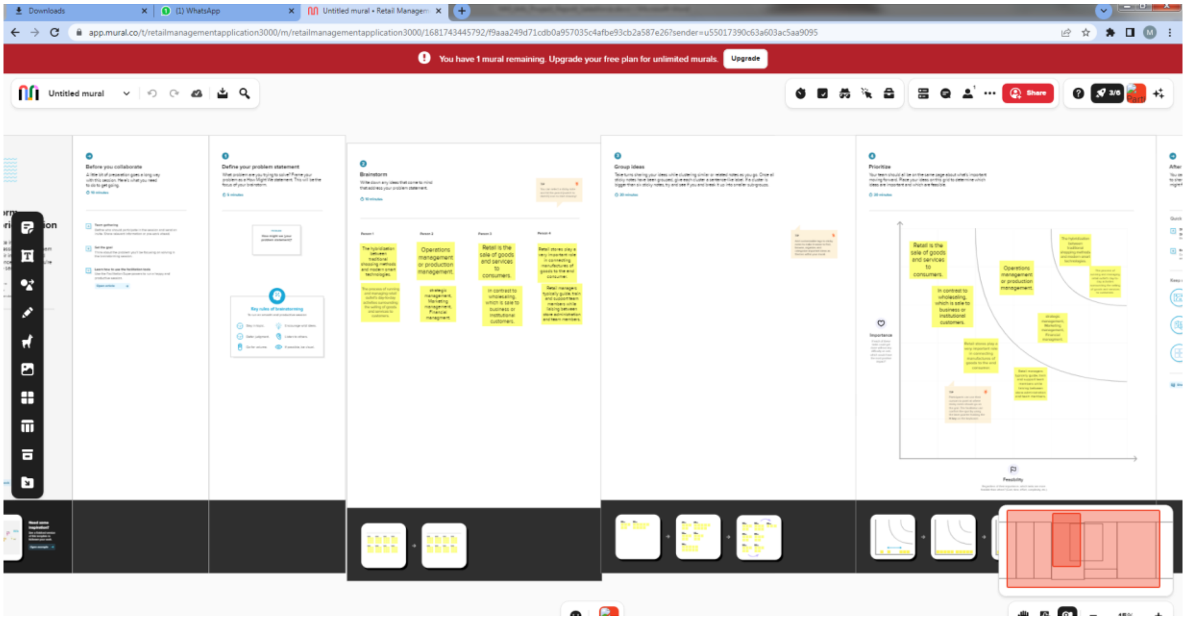
Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

2 Problem Definition & Design Thinking

Empathy Map



Ideation & Brainstorming Map



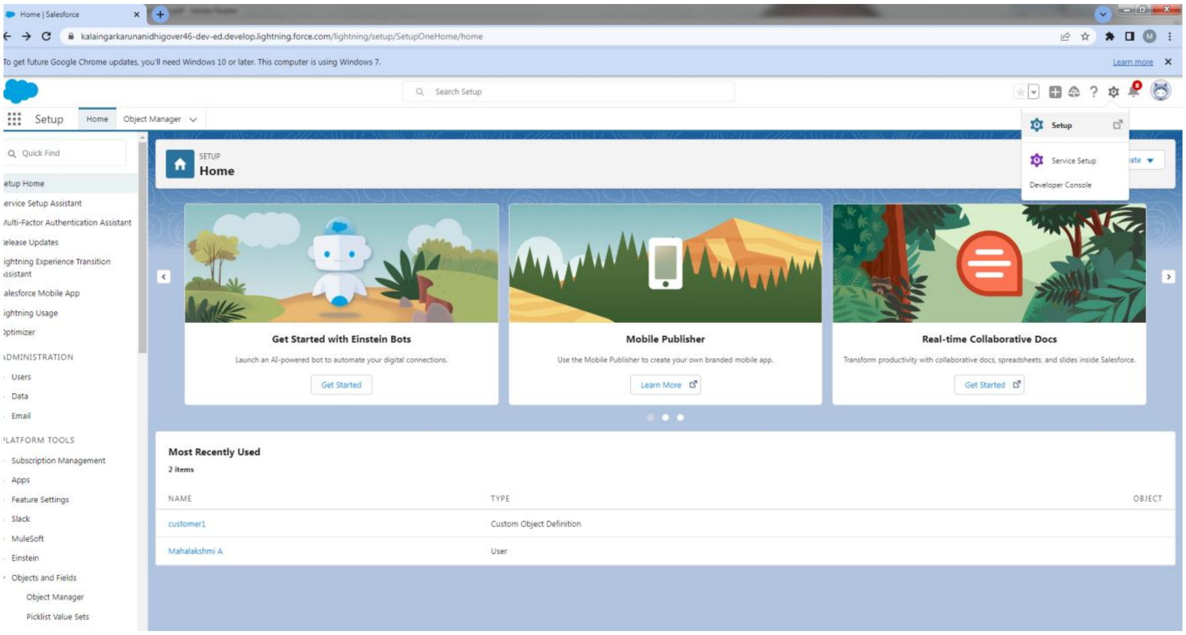
3 RESULT

Data Model:

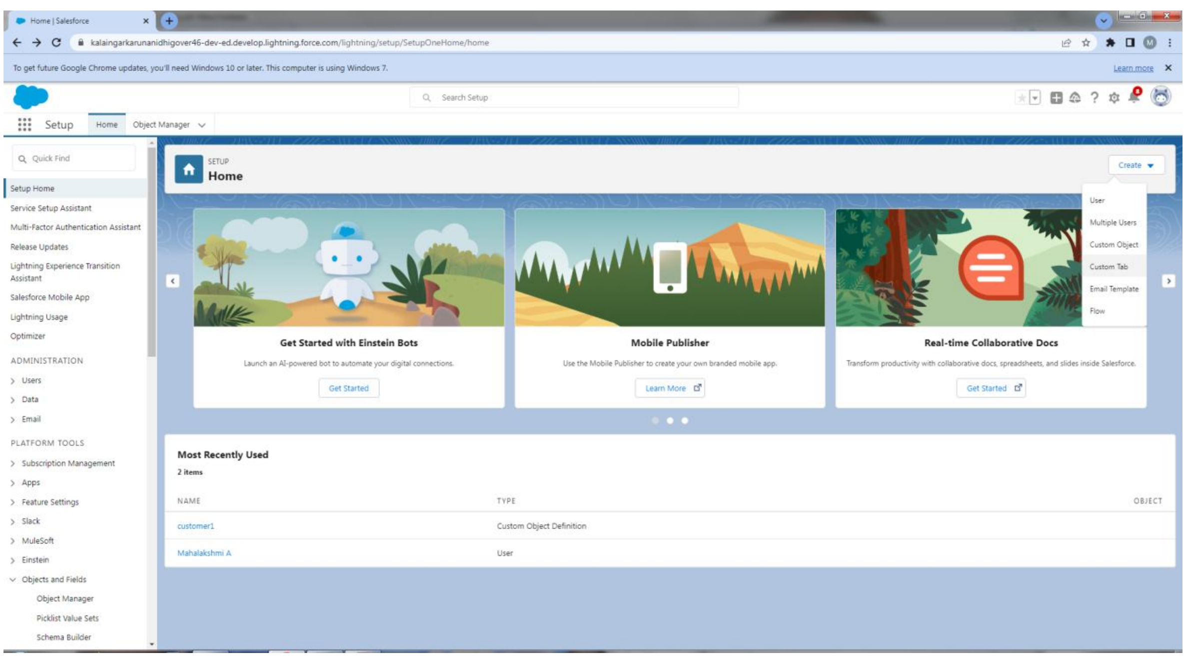
<table>
<tr><th>Object name</th><th>Fields in the Object</th></tr>
<tr><td>obj1</td><td><table><tr><td>Field label</td><td>Data type</td></tr><tr><td></td><td></td></tr><tr><td>Standard object</td><td>Standard field</td></tr></table></td></tr>
<tr><td>obj2</td><td><table><tr><td>Field label</td><td>Data type</td></tr><tr><td></td><td></td></tr><tr><td>Custom object</td><td>Custom field</td></tr></table></td></tr>
</table>

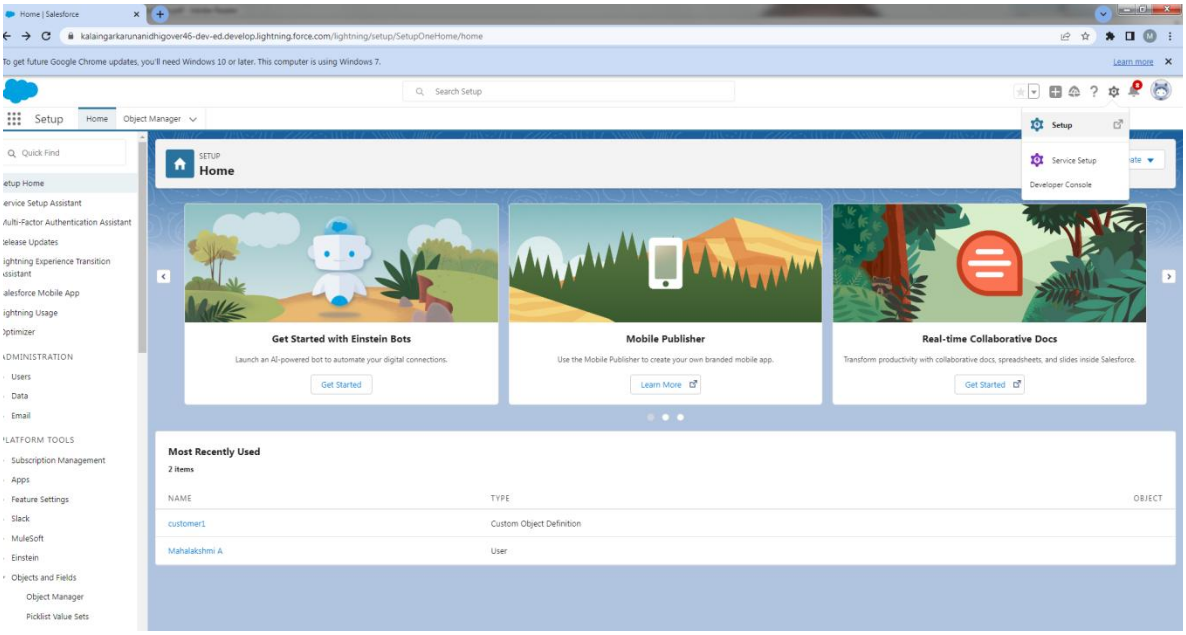
Activity & Screenshot

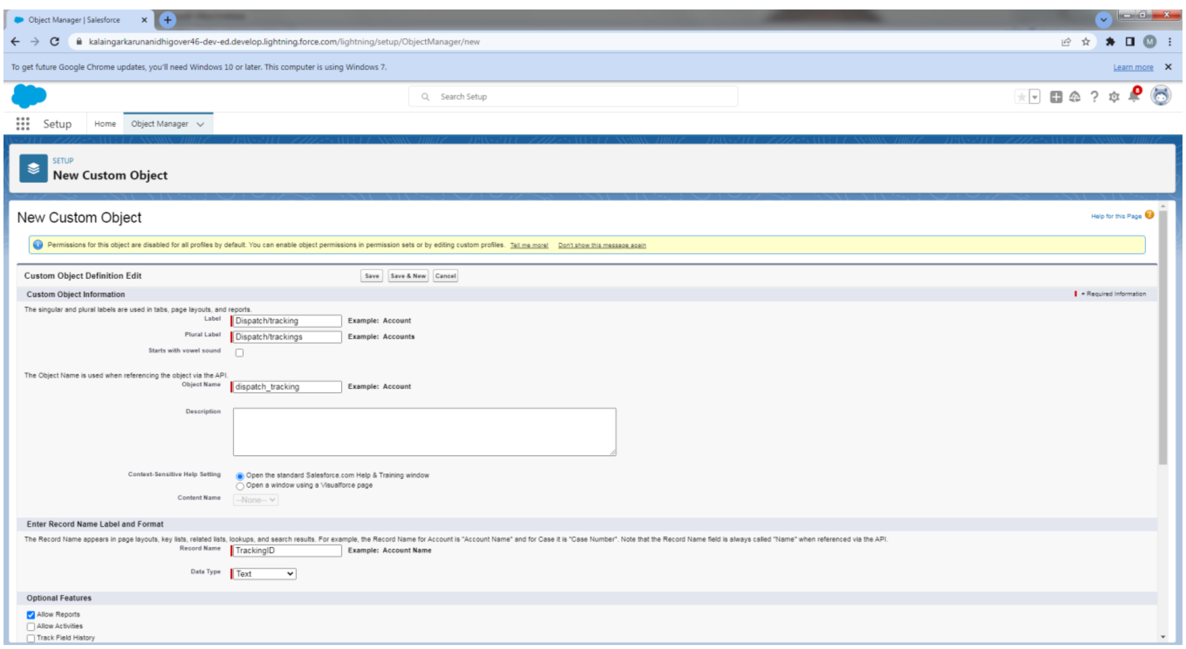
Project Report Template

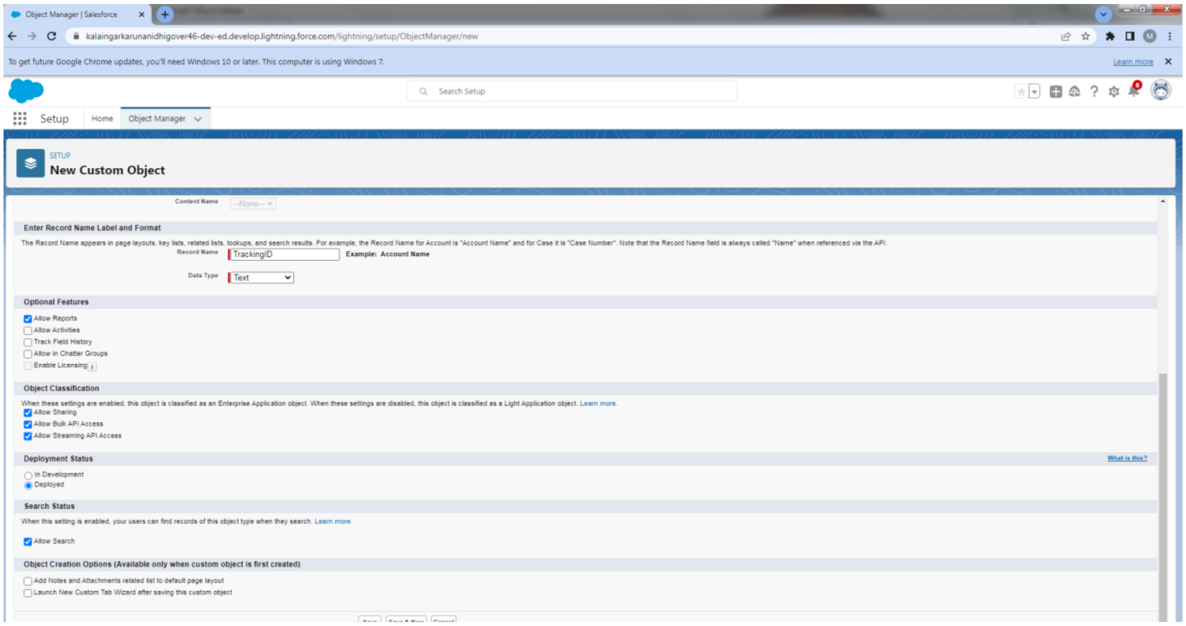


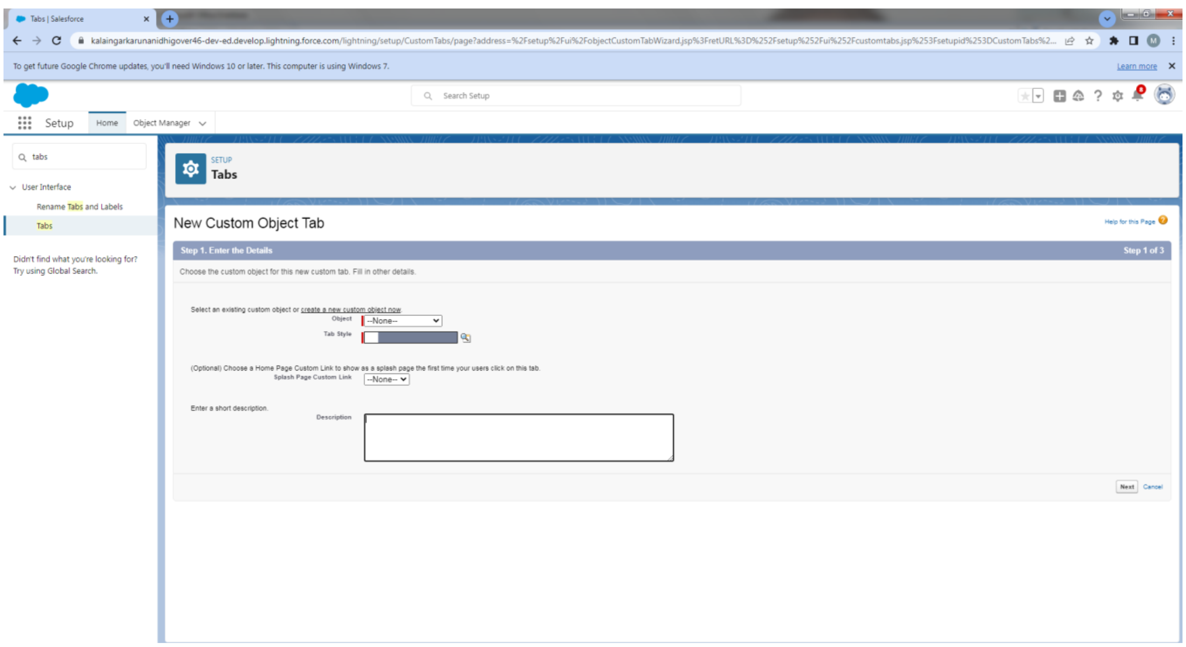
Milestone-2

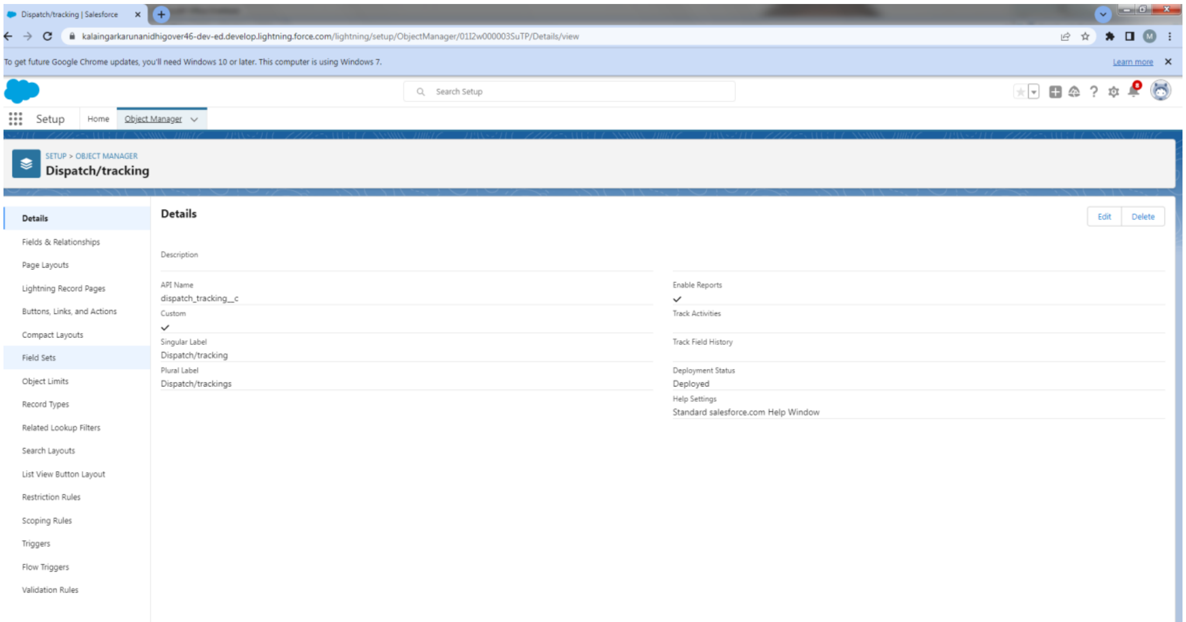


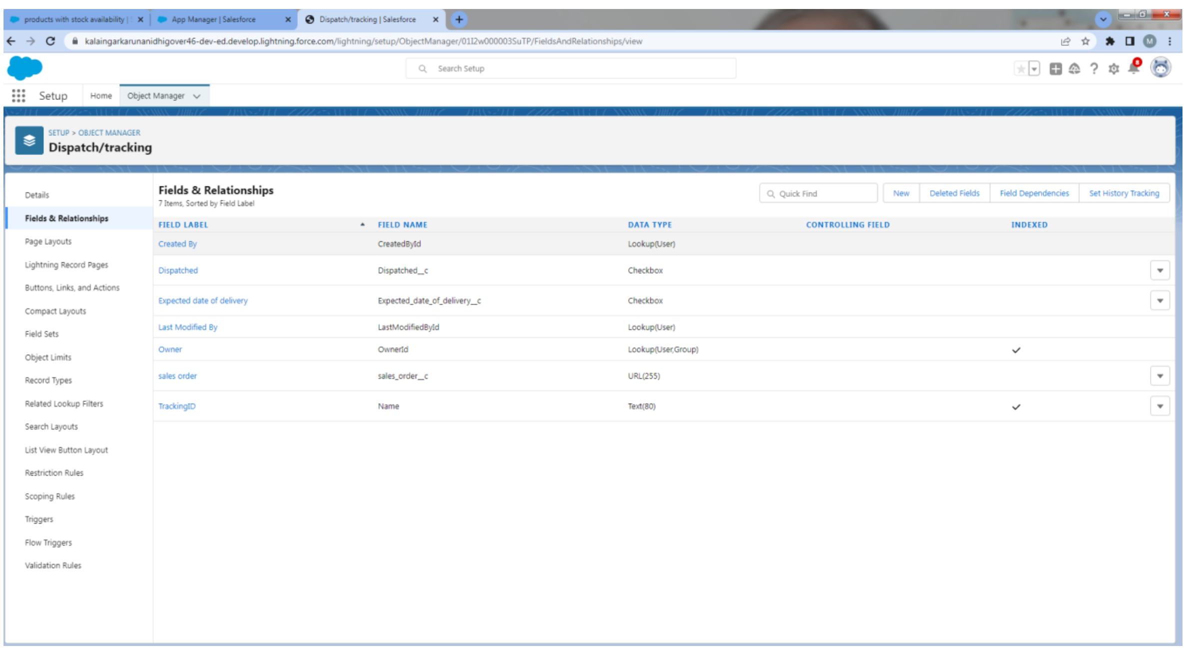

Home | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/SetupOneHome/home
To get future Google Chrome updates, you'll need Windows 10 or later. This computer is using Windows 7.
Learn more
Search Setup
Setup
Home
Object Manager
Service Setup
Developer Console
Quick Find
SETUP
Home
Get Started with Einstein Bots
Launch an AI-powered bot to automate your digital connections.
Get Started
Mobile Publisher
Use the Mobile Publisher to create your own branded mobile app.
Learn More
Real-time Collaborative Docs
Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.
Get Started
Most Recently Used
2 items
NAME
TYPE
OBJECT
customer1
Custom Object Definition
Mahalakshmi A
User
Subscription Management
Apps
Feature Settings
Slack
MuleSoft
Einstein
Objects and Fields
Object Manager
Picklist Value Sets


Object Manager | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new
To get future Google Chrome updates, you'll need Windows 10 or later. This computer is using Windows 7.
Learn more
Search Setup
Setup
Home
Object Manager
SETUP
New Custom Object
New Custom Object
Help for this Page
Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles.
Custom Object Definition Edit
Save
Save & New
Cancel
Custom Object Information
The singular and plural labels are used in tabs, page layouts, and reports.
Label
Dispatch/tracking
Example: Account
Plural Label
Dispatch/trackings
Example: Accounts
Starts with vowel sound
The Object Name is used when referencing the object via the API.
Object Name
dispatch_tracking
Example: Account
Description
Context-Sensitive Help Setting
Open the standard Salesforce.com Help & Training window
Open a window using a Visualforce page
Content Name
Enter Record Name Label and Format
Record Name
TrackingID
Example: Account Name
Data Type
Text
Optional Features
Allow Reports
Allow Activities
Track Field History






Dispatch/tracking | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003SuTP/Details/view
To get future Google Chrome updates, you'll need Windows 10 or later. This computer is using Windows 7.
Learn more
Search Setup
Setup
Home
Object Manager
SETUP > OBJECT MANAGER
Dispatch/tracking
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Details
Edit
Delete
Description
API Name
dispatch_tracking__c
Custom
Singular Label
Dispatch/tracking
Plural Label
Dispatch/trackings
Enable Reports
Track Activities
Track Field History
Deployment Status
Deployed
Help Settings
Standard salesforce.com Help Window


products with stock availability |
App Manager | Salesforce
Dispatch/tracking | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/01I2w000003SuTP/FieldsAndRelationships/view
Search Setup
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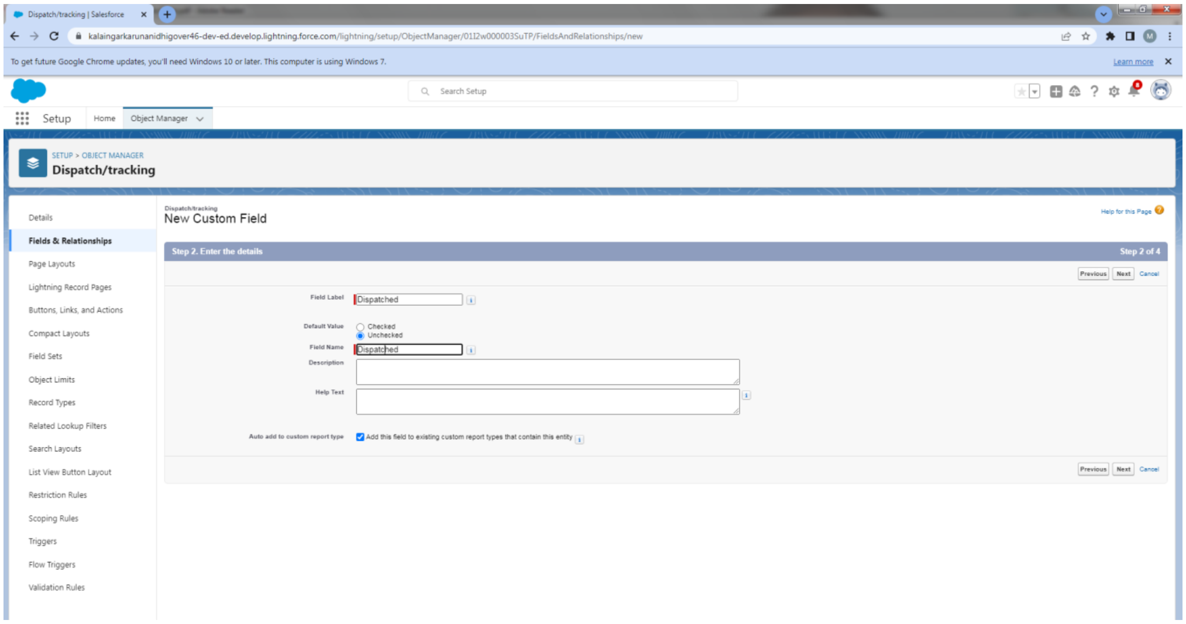
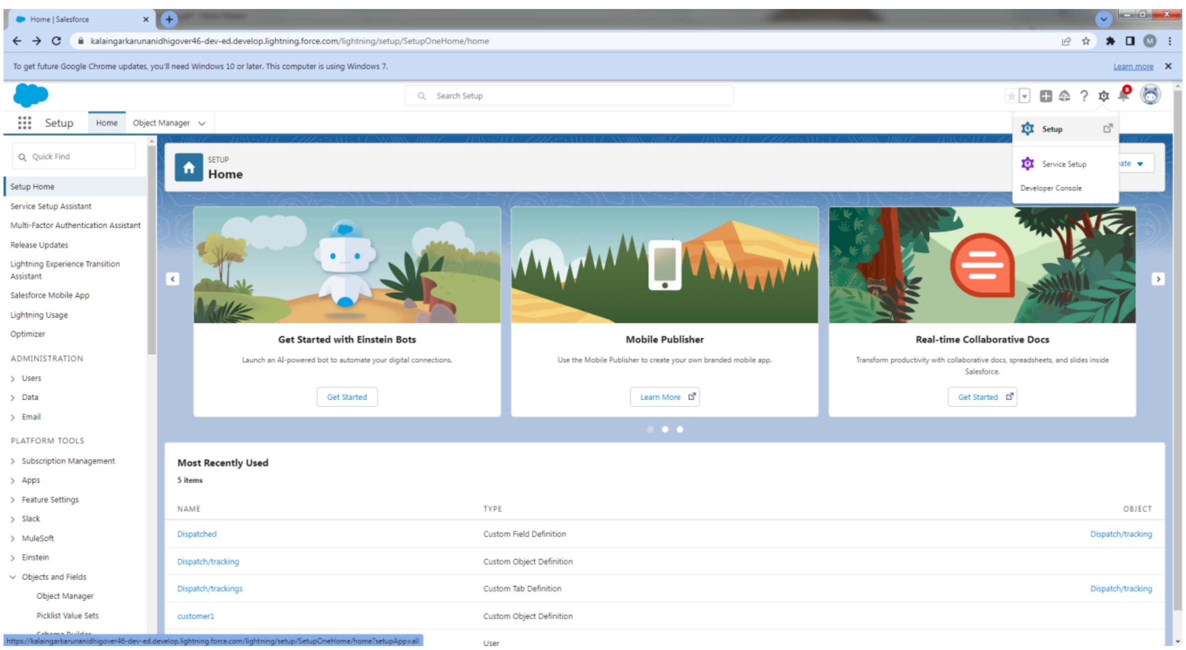
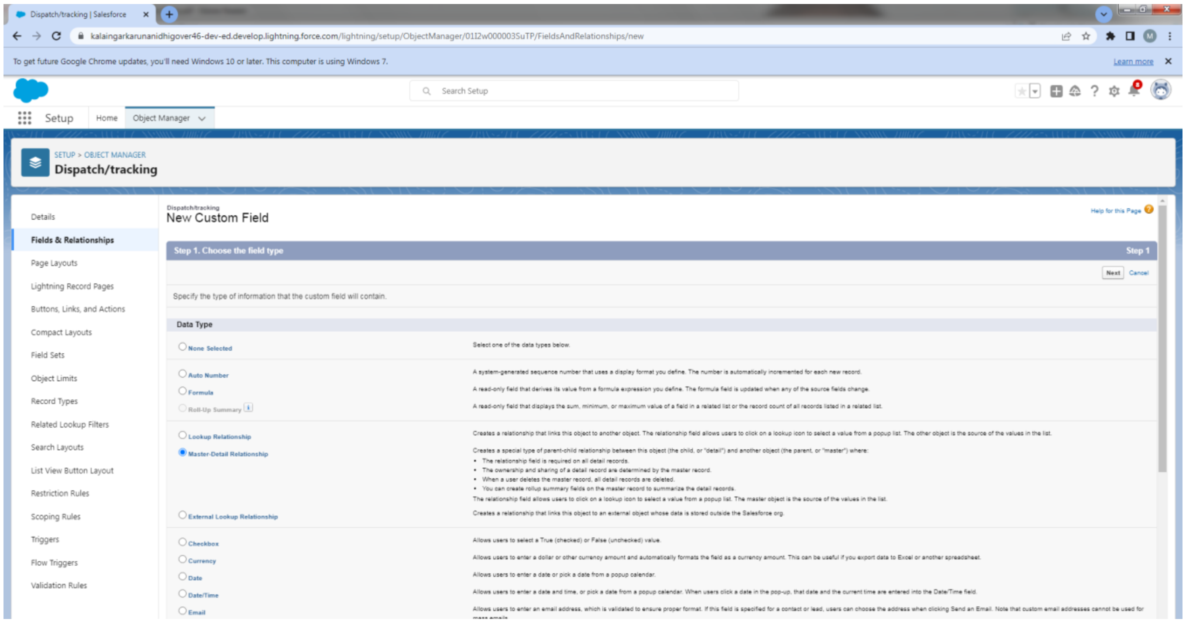
Home
Object Manager
SETUP > OBJECT MANAGER
Dispatch/tracking
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Fields & Relationships
7 Items, Sorted by Field Label
Quick Find
New
Deleted Fields
Field Dependencies
Set History Tracking
FIELD LABEL
FIELD NAME
DATA TYPE
CONTROLLING FIELD
INDEXED
Created By
CreatedById
Lookup(User)
Dispatched
Dispatched__c
Checkbox
Expected date of delivery
Expected_date_of_delivery__c
Checkbox
Last Modified By
LastModifiedById
Lookup(User)
Owner
OwnerId
Lookup(User,Group)
sales order
sales_order__c
URL(255)
TrackingID
Name
Text(80)

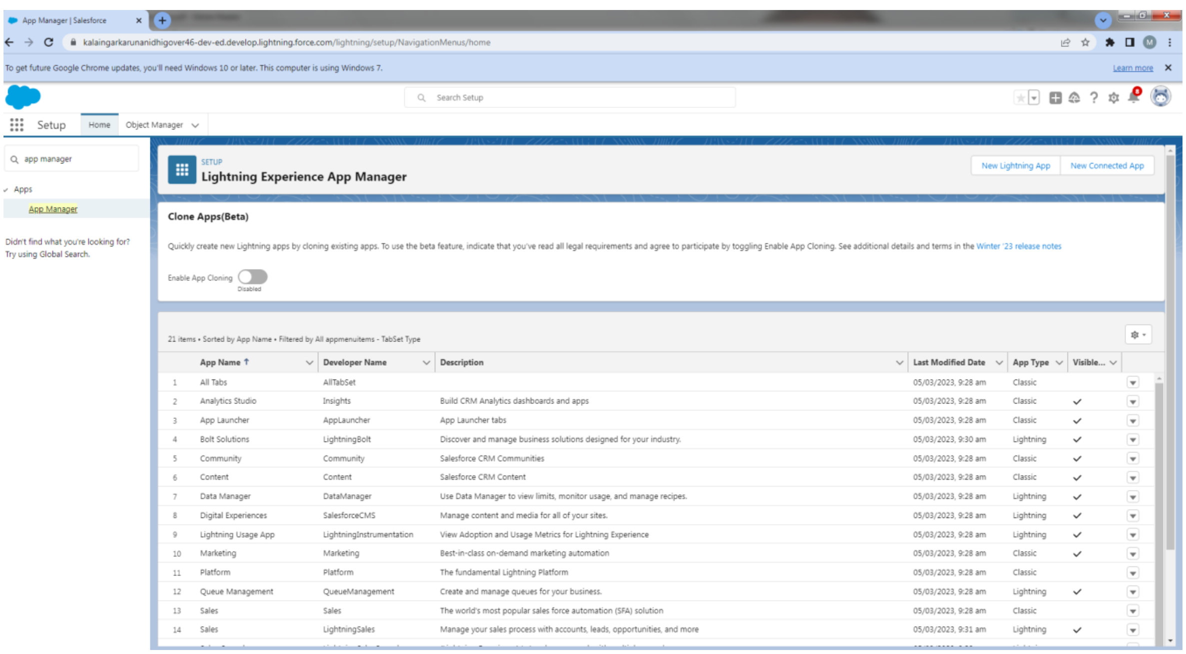


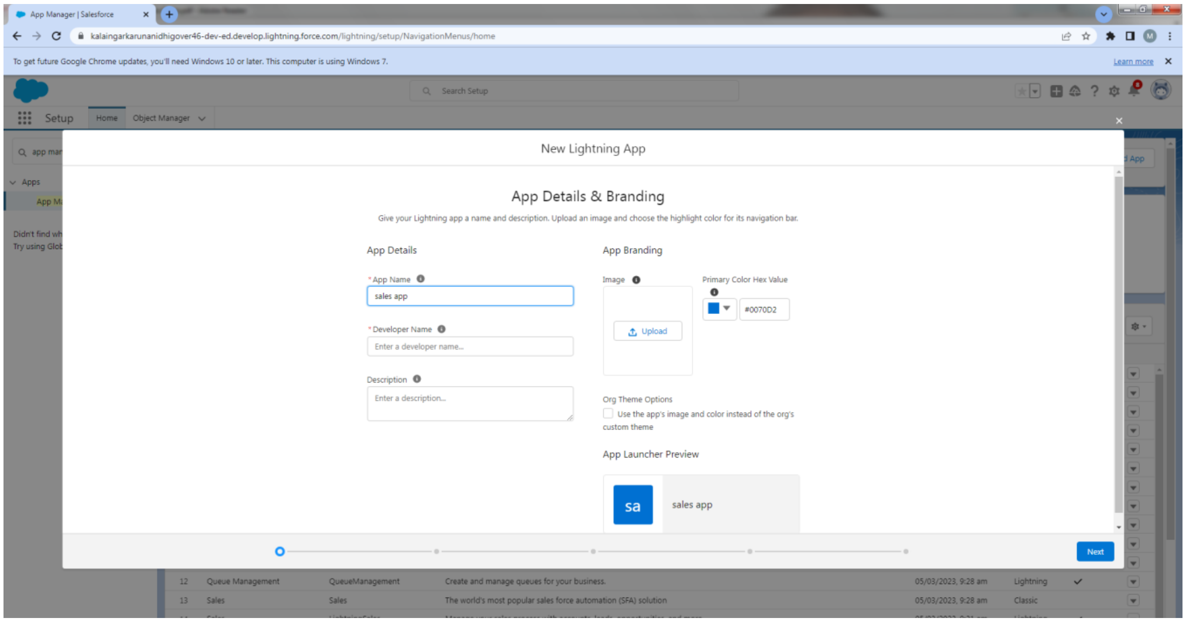
Milestone-3

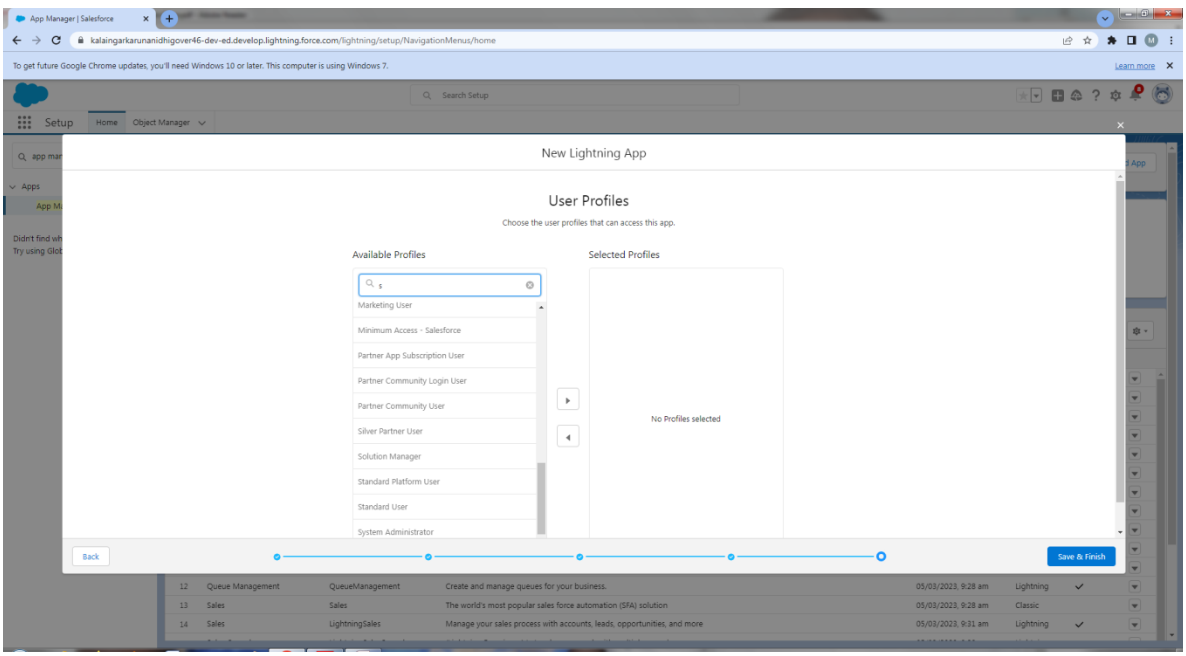


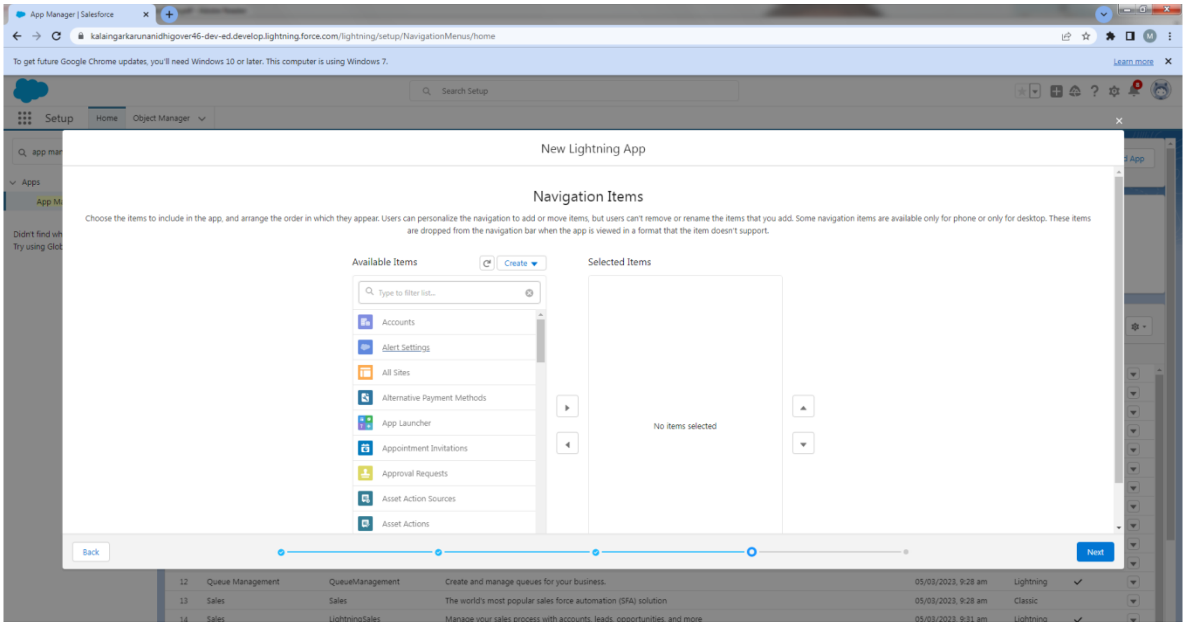


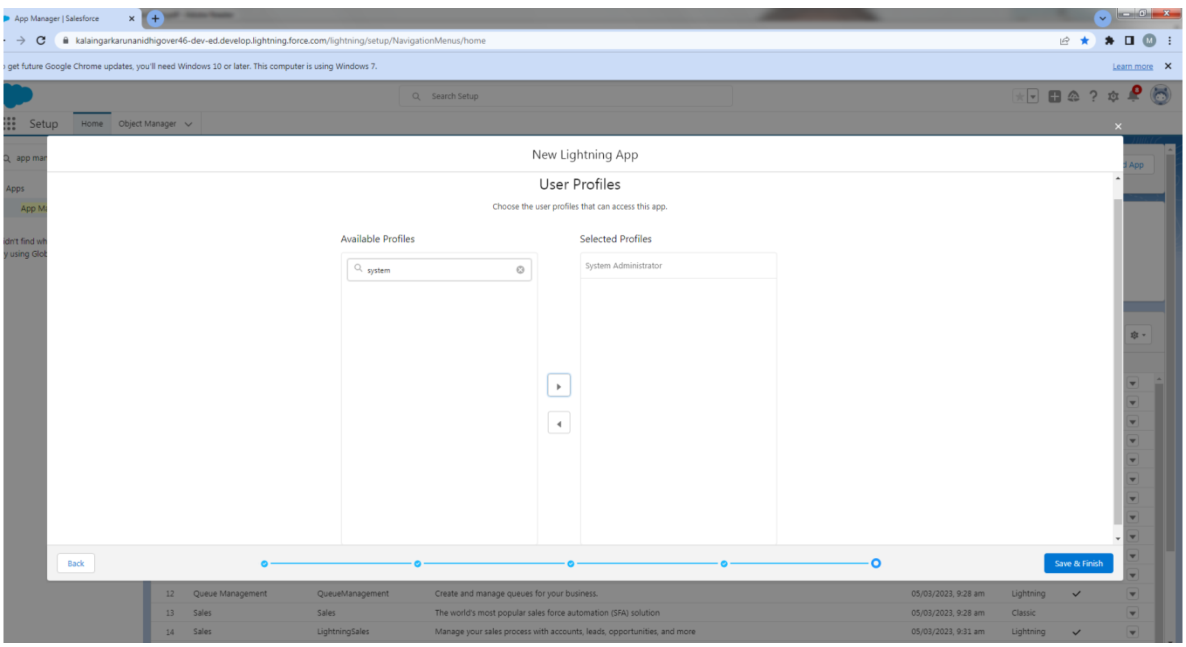
Milestone-4




New Lightning App
App Details & Branding
Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.
App Details
App Branding
App Name
sales app
Developer Name
Description
Image
Upload
Primary Color Hex Value
#0070D2
Org Theme Options
Use the app's image and color instead of the org's custom theme
App Launcher Preview
sa
sales app
Next


New Lightning App
User Profiles
Choose the user profiles that can access this app.
Available Profiles
Selected Profiles
Marketing User
Minimum Access - Salesforce
Partner App Subscription User
Partner Community Login User
Partner Community User
Silver Partner User
Solution Manager
Standard Platform User
Standard User
System Administrator
No Profiles selected
Back
Save & Finish

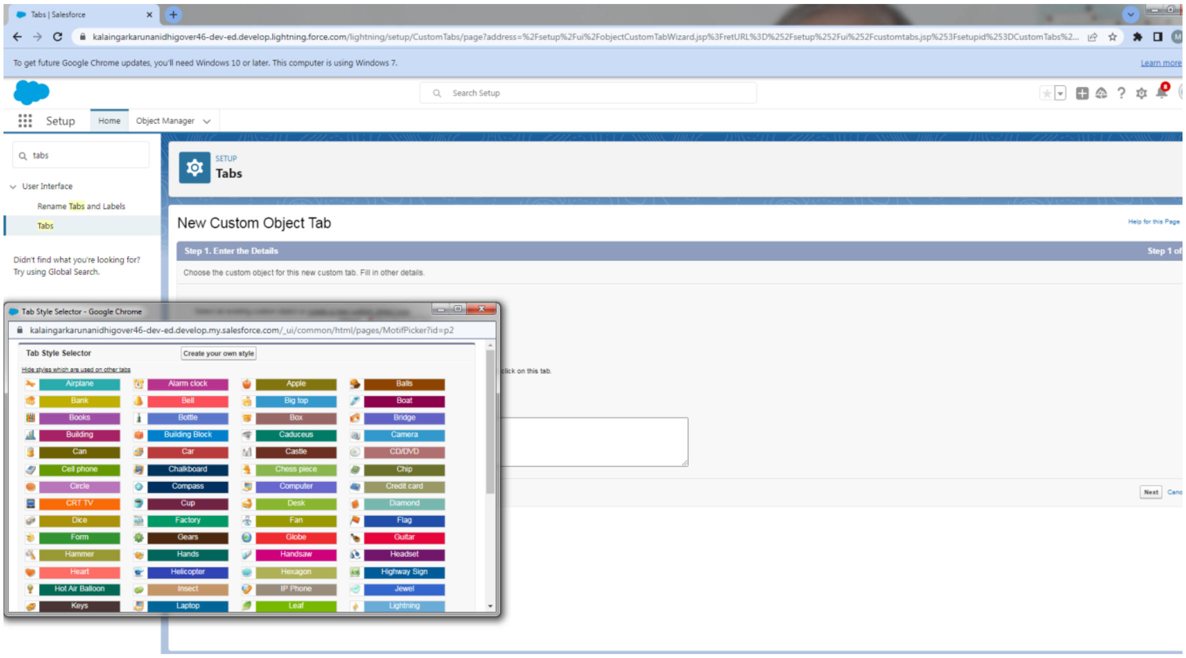




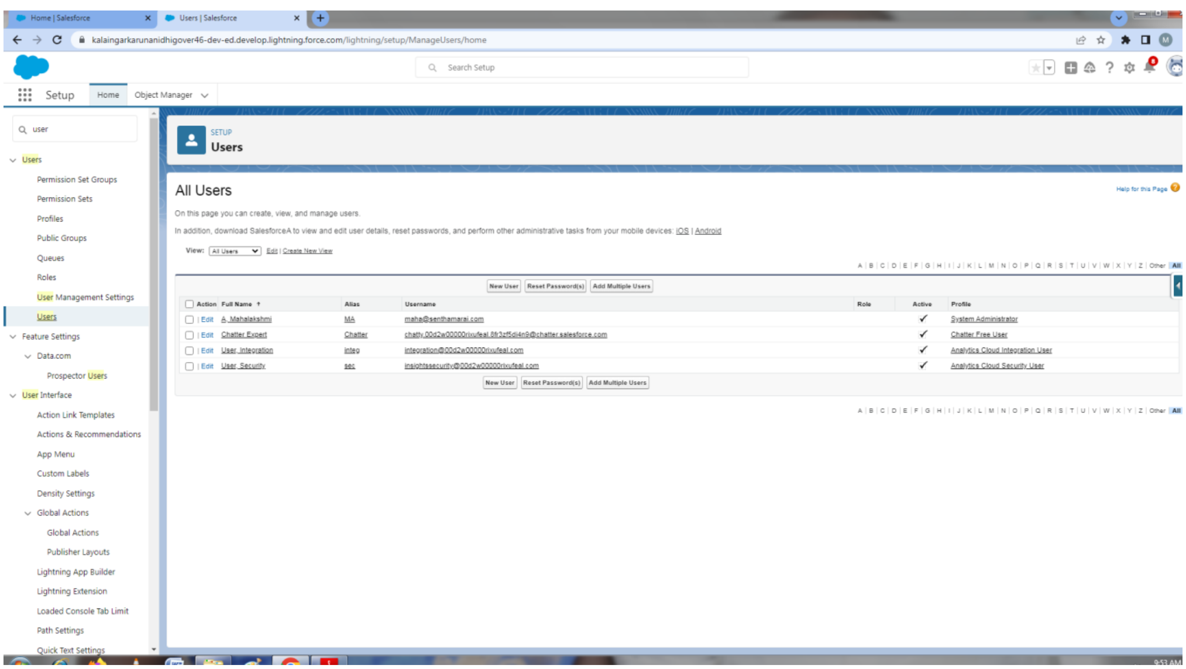
Milestone-5

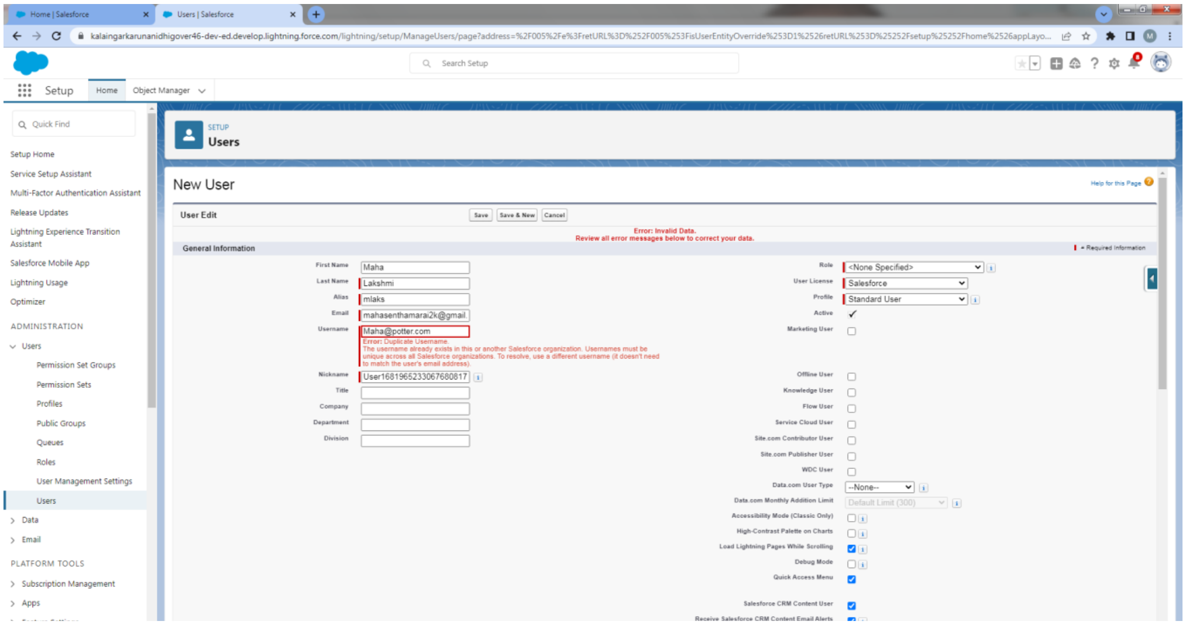
Smart Internz

Project Report Template

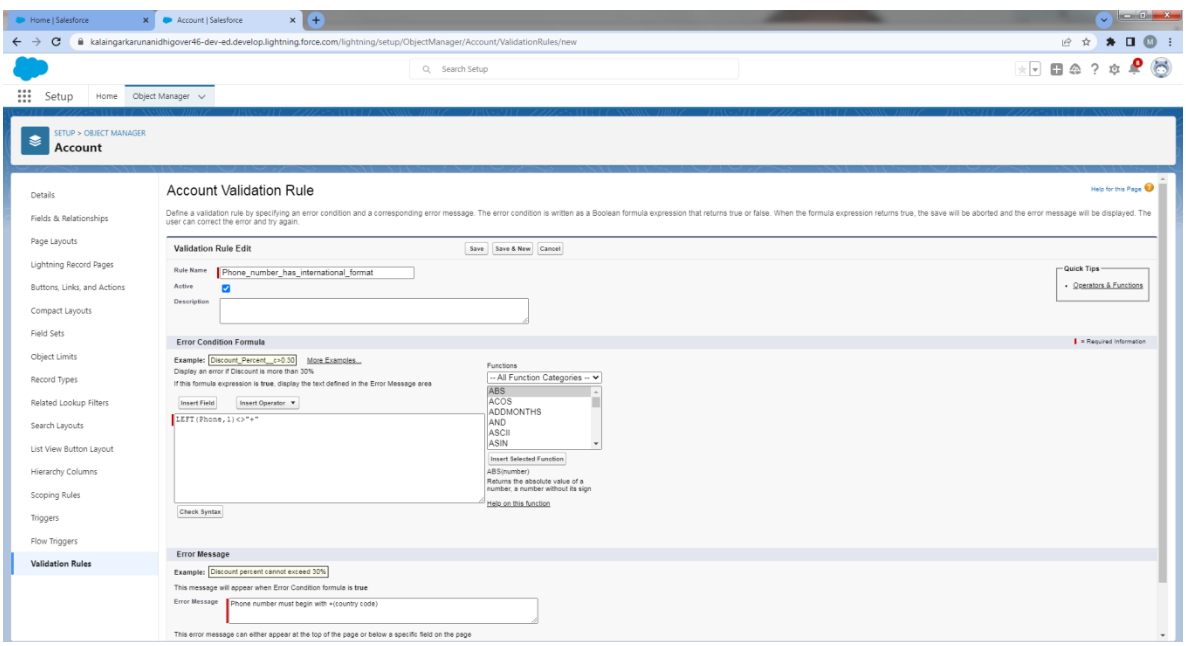


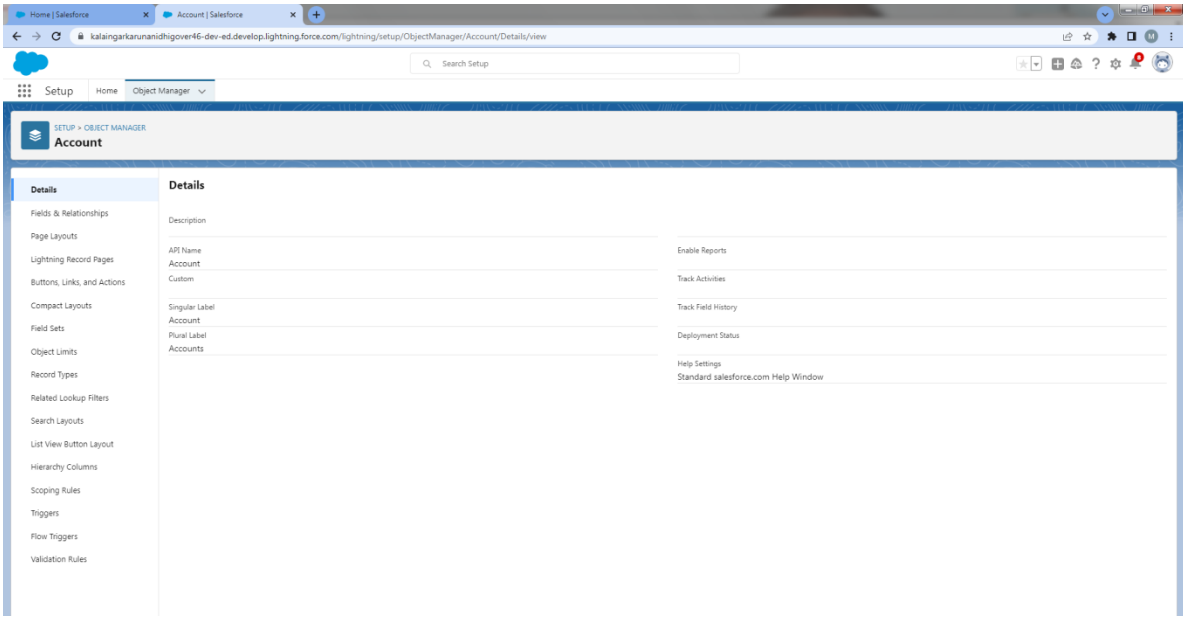
Milestone-6

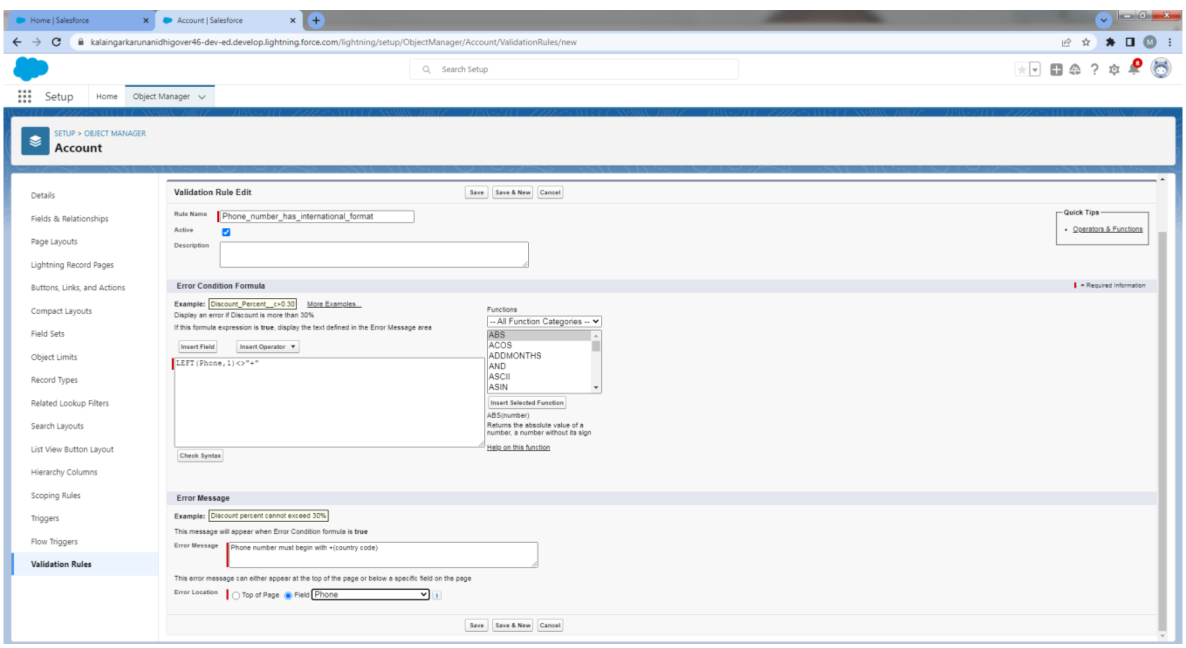



Setup
Users
New User
User Edit
Save
Save & New
Cancel
Error: Invalid Data.
Review all error messages below to correct your data.
General Information
First Name
Maha
Last Name
Lakshmi
Alias
mlaks
Username
Maha@potter.com
Error: Duplicate Username.
Role
User License
Salesforce
Profile
Standard User
Active

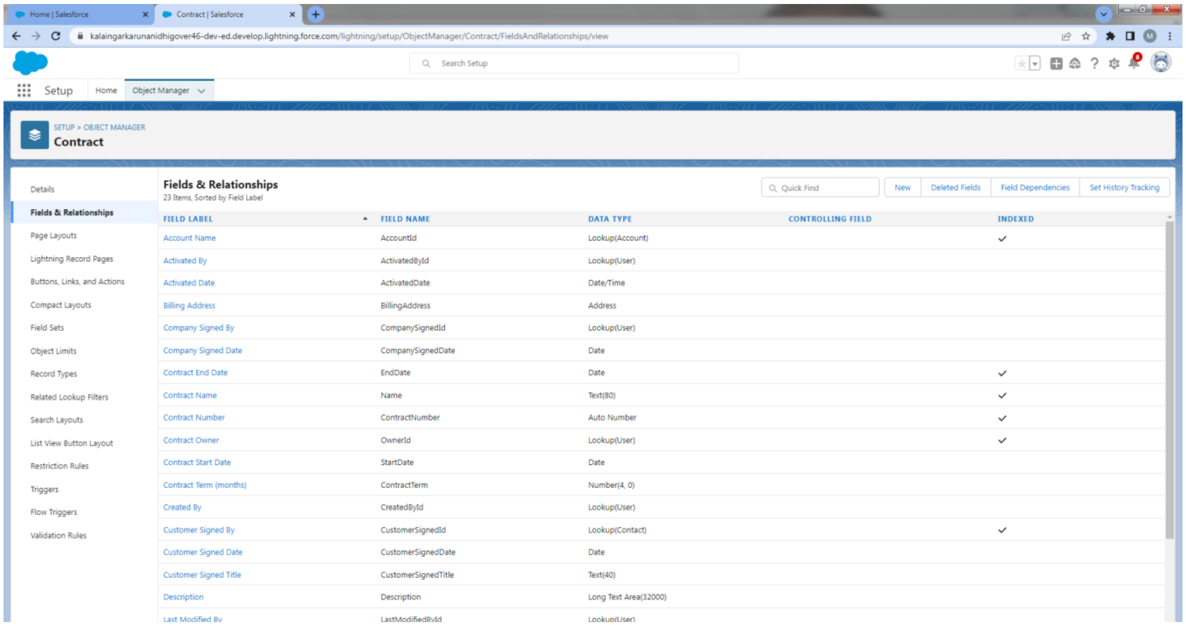
Milestone-7

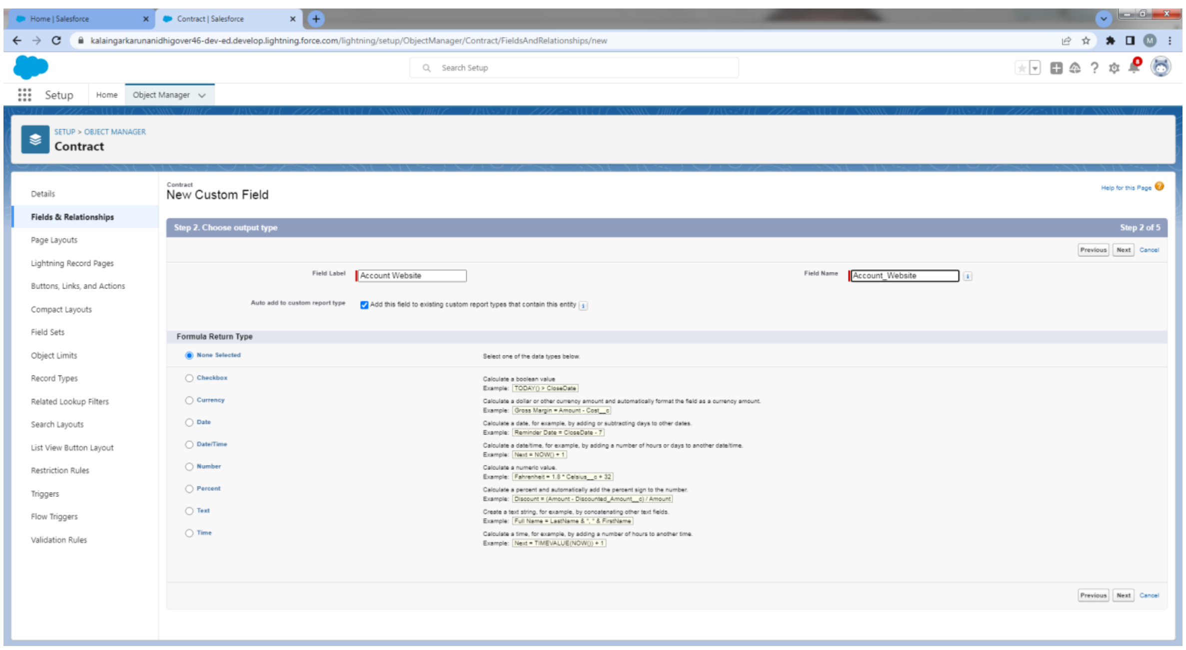

Setup
Account
Account Validation Rule
Validation Rule Edit
Save
Save & New
Cancel
Rule Name
Phone_number_has_international_format
Active
Description
Error Condition Formula
LEFT(Phone,1)<>"+"
Check Syntax
Functions
Error Message
Phone number must begin with +(country code)
Validation Rules


Home | Salesforce
Account | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Account/Details/view
Search Setup
Setup
Home
Object Manager
SETUP > OBJECT MANAGER
Account
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Hierarchy Columns
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Details
Description
API Name
Account
Custom
Singular Label
Account
Plural Label
Accounts
Enable Reports
Track Activities
Track Field History
Deployment Status
Help Settings
Standard salesforce.com Help Window

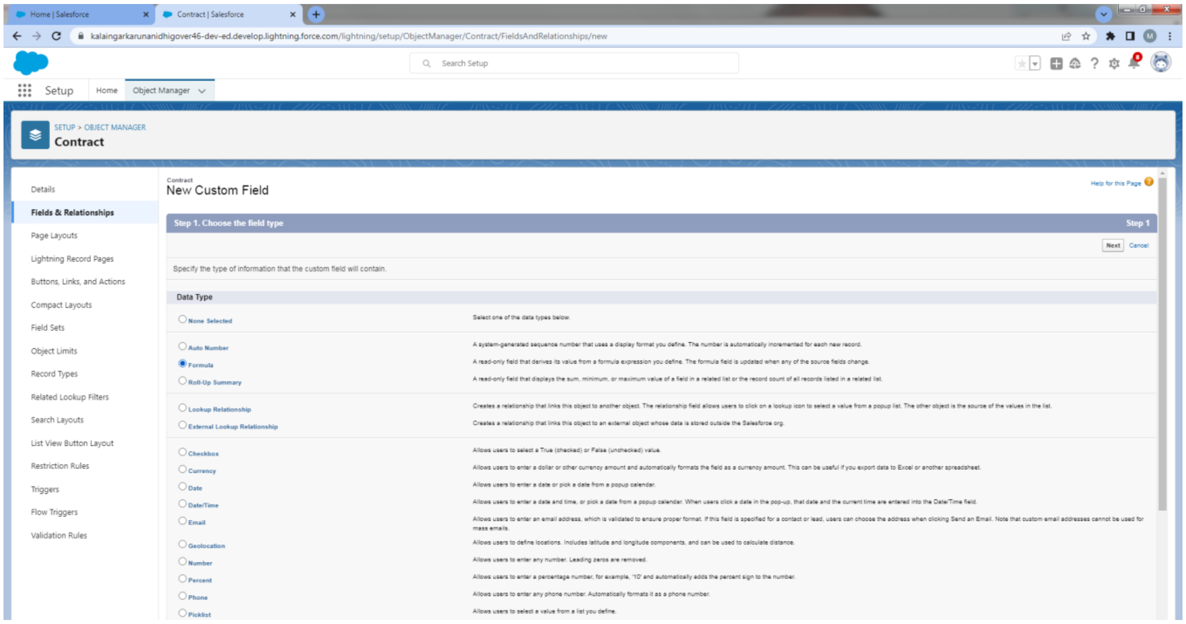

Home | Salesforce
Account | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Account/ValidationRules/new
Search Setup
Setup
Home
Object Manager
SETUP > OBJECT MANAGER
Account
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Hierarchy Columns
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Validation Rule Edit
Save
Save & New
Cancel
Rule Name
Phone_number_has_international_format
Active
Description
Quick Tips
Operators & Functions
Error Condition Formula
= Required Information
Example: Discount_Percent__c>0.30
More Examples...
Display an error if Discount is more than 30%
If this formula expression is true, display the text defined in the Error Message area
Insert Field
Insert Operator
LEFT(Phone,1)<>"+"
Functions
-- All Function Categories --
ABS
ACOS
ADDMONTHS
AND
ASCII
ASIN
Insert Selected Function
ABS(number)
Returns the absolute value of a number, a number without its sign
Help on this function
Check Syntax
Error Message
Example: Discount percent cannot exceed 30%
This message will appear when Error Condition formula is true
Error Message
Phone number must begin with +(country code)
This error message can either appear at the top of the page or below a specific field on the page
Error Location
Top of Page
Field
Phone
Save
Save & New
Cancel

Project Report Template

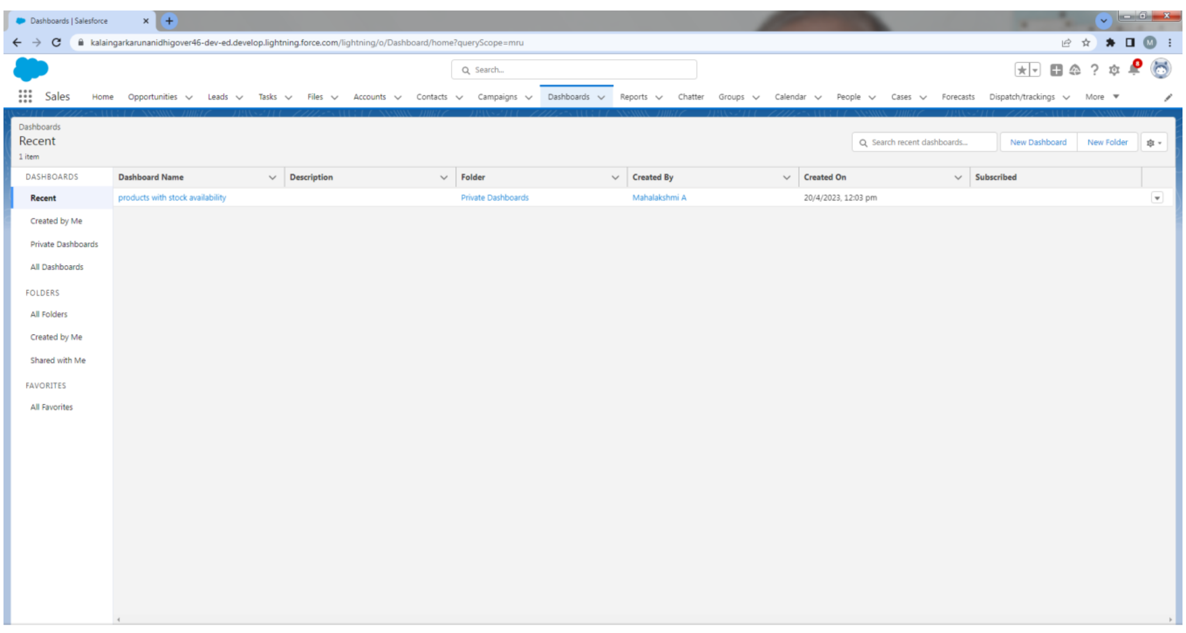


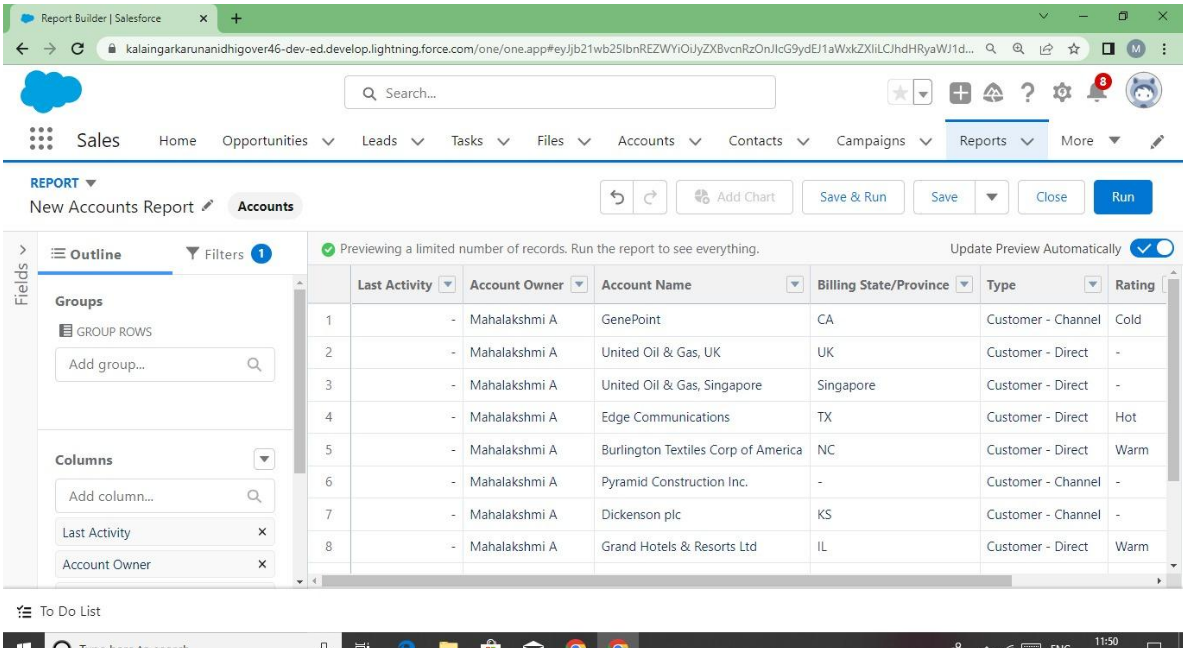


Project Report Template

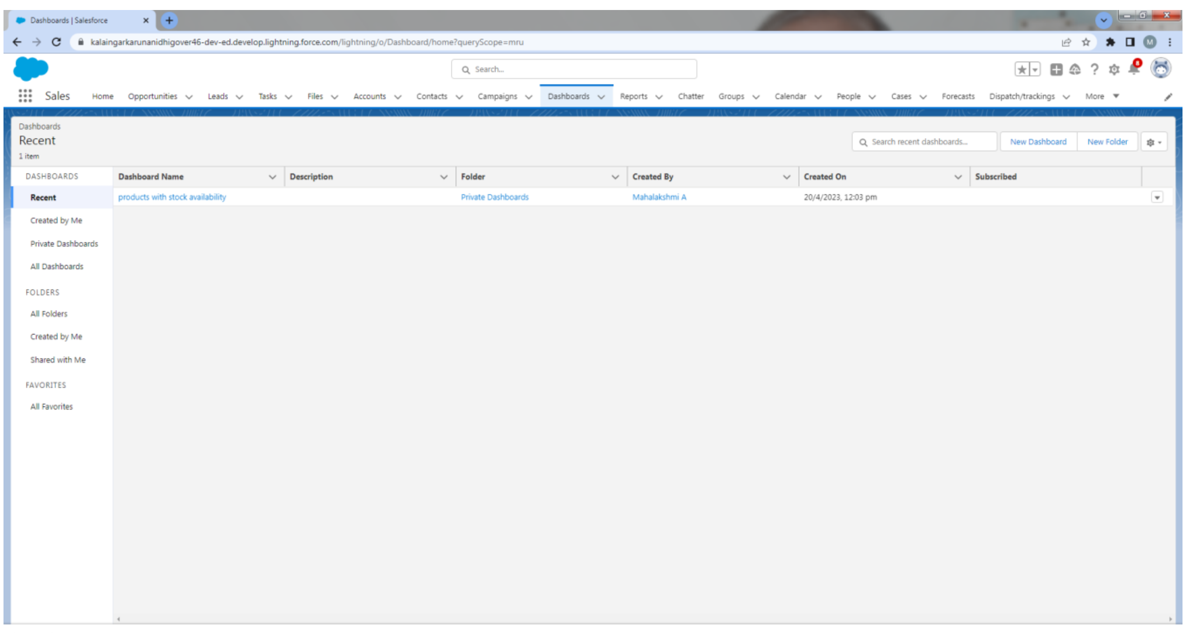


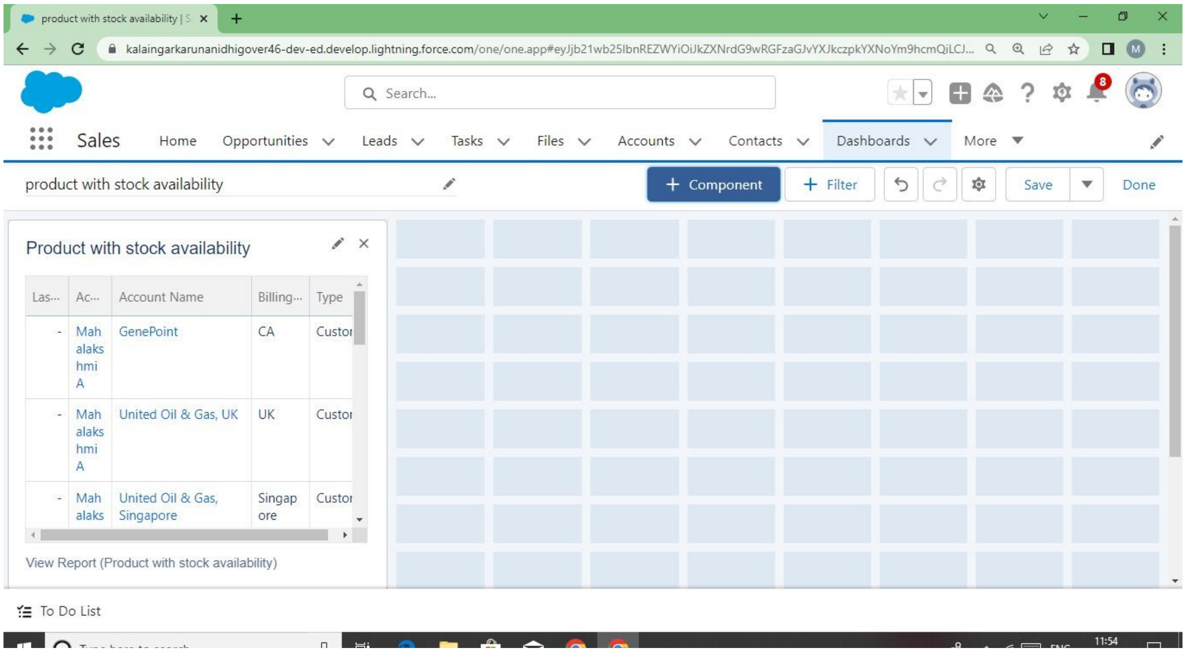
Milestone-7 Reports

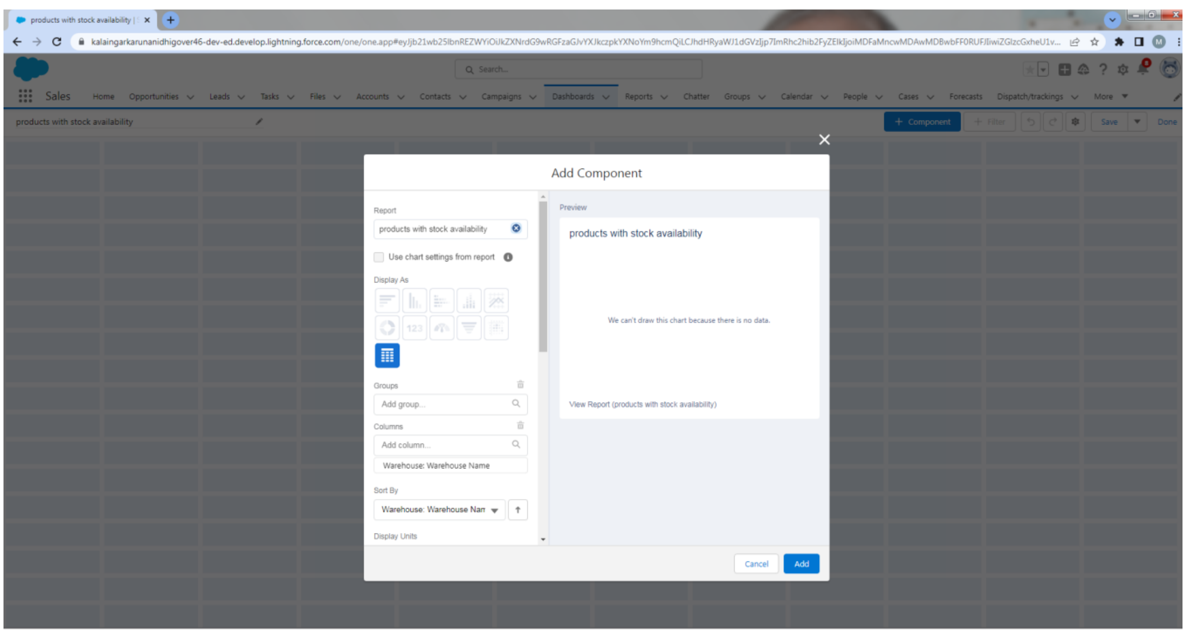


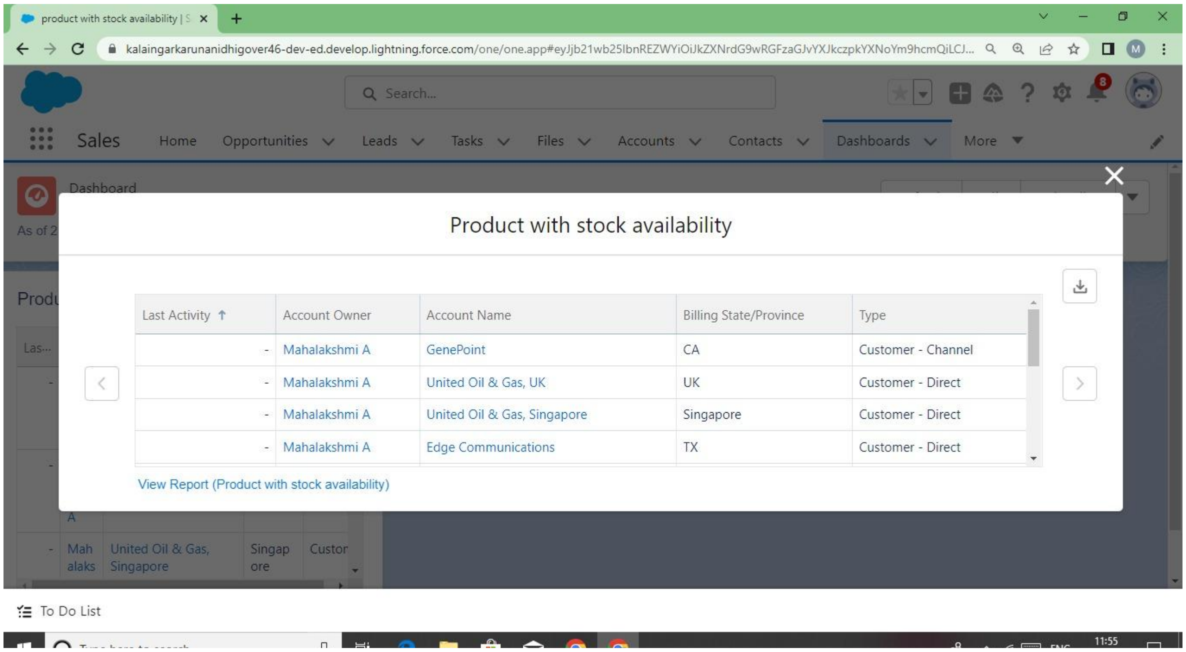

Report Builder | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOiJyZXBvcnRzOnJlcG9ydEJ1aWxkZXIiLCJhdHRyaWJ1d...
Search...
Sales
Home
Opportunities
Leads
Tasks
Files
Accounts
Contacts
Campaigns
Reports
More
REPORT
New Accounts Report
Accounts
Add Chart
Save & Run
Save
Close
Run
Outline
Filters 1
Previewing a limited number of records. Run the report to see everything.
Update Preview Automatically
Groups
GROUP ROWS
Add group...
Columns
Add column...
Last Activity
Account Owner
Fields
	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating
1	-	Mahalakshmi A	GenePoint	CA	Customer - Channel	Cold
2	-	Mahalakshmi A	United Oil & Gas, UK	UK	Customer - Direct	-
3	-	Mahalakshmi A	United Oil & Gas, Singapore	Singapore	Customer - Direct	-
4	-	Mahalakshmi A	Edge Communications	TX	Customer - Direct	Hot
5	-	Mahalakshmi A	Burlington Textiles Corp of America	NC	Customer - Direct	Warm
6	-	Mahalakshmi A	Pyramid Construction Inc.	-	Customer - Channel	-
7	-	Mahalakshmi A	Dickenson plc	KS	Customer - Channel	-
8	-	Mahalakshmi A	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm
To Do List
11:50

Milestone-8


Dashboards | Salesforce
kalaingarkarunanidhigover46-dev-ed.develop.lightning.force.com/lightning/o/Dashboard/home?queryScope=mru
Sales
Dashboards
Recent
1 item
Search recent dashboards...
New Dashboard
New Folder
DASHBOARDS
Recent
Created by Me
Private Dashboards
All Dashboards
FOLDERS
All Folders
Created by Me
Shared with Me
FAVORITES
All Favorites
Dashboard Name
Description
Folder
Created By
Created On
Subscribed
products with stock availability
Private Dashboards
Mahalakshmi A
20/4/2023, 12:03 pm
To Do List


product with stock availability
Sales
Home
Opportunities
Leads
Tasks
Files
Accounts
Contacts
Dashboards
More
product with stock availability
Component
Filter
Save
Done
Product with stock availability
Account Name
Billing...
Type
GenePoint
CA
United Oil & Gas, UK
UK
United Oil & Gas, Singapore
View Report (Product with stock availability)
To Do List


Add Component
Report
products with stock availability
Use chart settings from report
Display As
Groups
Add group...
Columns
Add column...
Warehouse: Warehouse Name
Sort By
Display Units
Preview
products with stock availability
We can't draw this chart because there is no data.
View Report (products with stock availability)
Cancel
Add



4 Trailhead Profile Public URL

Team Lead – A.Mahalakshmi
https://trailblazer.me/id/msenthamarai

Team Member 1 – K.Madhumitha

https://trailblazer.me/id/mmadhumitha3

Team Member 2 – R.Nagalakshmi

http://trailblazer.me/id/nagar527

Team Member 3 – G.Narmatha Sri

http://trailblazer.me/id/nasri50

5 ADVANTAGES & DISADVANTAGE

Advantages:

Easy Shopping Experience.

Customer Engagement

Personalization

Instant Gratification

Greater Inventory Options

Targeted Discounts

Disadvantages:

One of the biggest disadvantages is the long hours. Retail management can be a very demanding job and require long working hours. Another disadvantage is dealing with difficult customers. Some customers can be very demanding and challenging to deal with.

6 APPLICATIONS

Retail management software is technology that helps business owners drive more sales with applications that include point of sale features, inventory management, retail customer relationship management and more.

7 CONCLUSION

Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

8 FUTURE SCOPE

Retail marketing encompasses all of the ways a consumer business attracts customers and generates sales of its goods and services.