

# Project Report Template

## Retail Management Application using Salesforce

### 1.INTRODUCTION:

#### 1.1 Overview

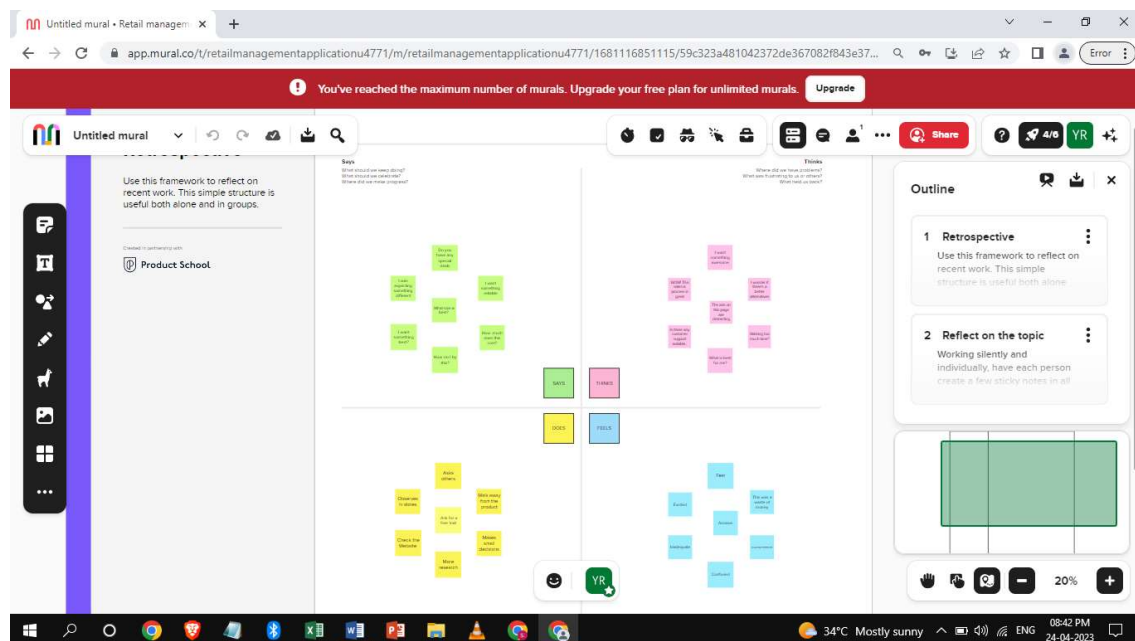
Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs.

#### 1.2 Purpose

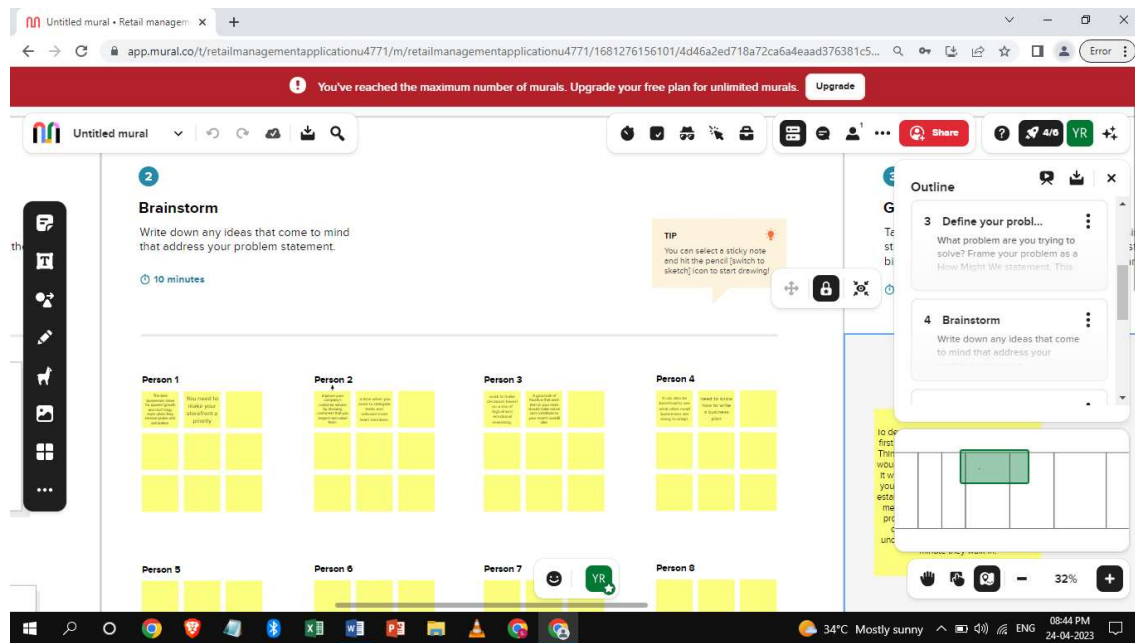
The goal of retail marketing is to get new customers into your business, and retain them for the long run. Whether it's social media, SEO, partnerships, or paid advertising, they are all tactics to drive revenue for your business.

### PROBLEM DEFINITION & DESIGN THINKING:

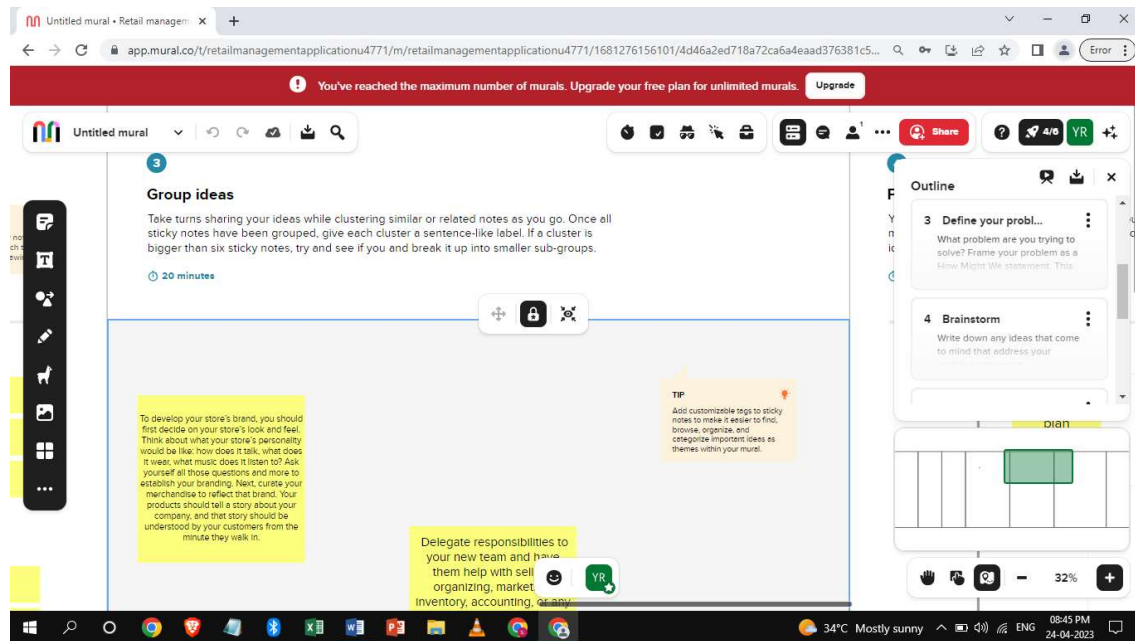
#### Empathy map

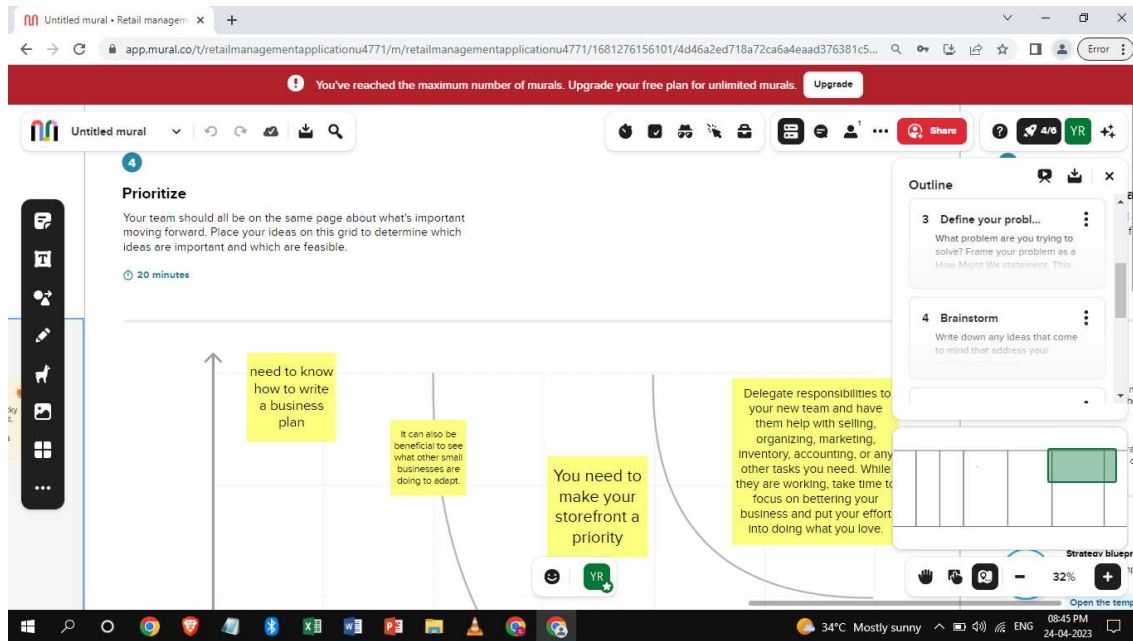


#### 2.2 Ideation & Brainstorming MAP



## Group Ideas:



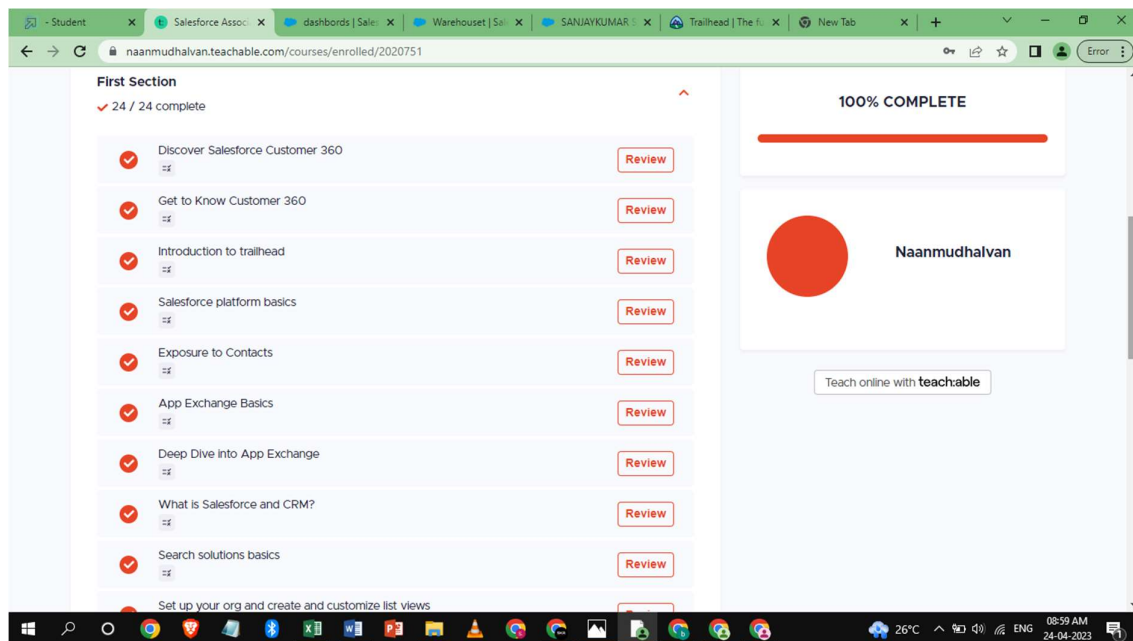
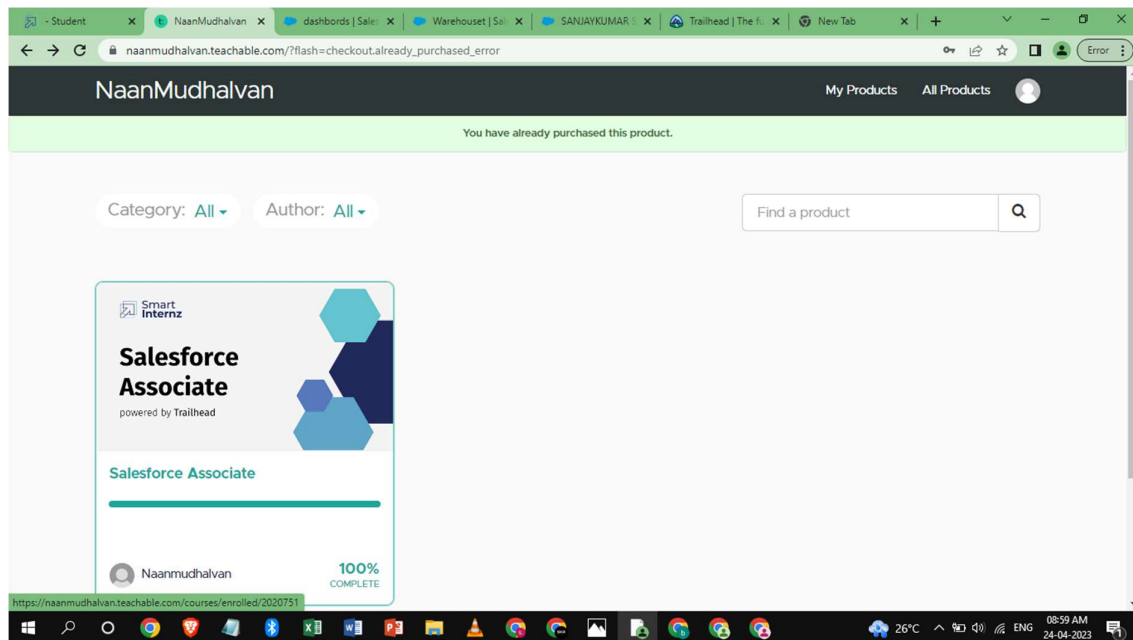


RESULT:

### 3.1 Data model:

Object name	Field in the object	
Warehouset	Field label	Data type
	Product Name	Text Area(255)
	stock available	Text Area(255)
Display_tracking	Field label	Data type
	Tracking Id	Checkbox
	Sales orders	Master-Detail(Sales order)
	Expected_date_of_delivery	date
	Dispatched	Checkbox

### 3.2 ACTIVITY & SCREENSHOT



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Search Setup

Setup Home Object Manager

SETUP Object Manager  
103 Items, Sorted by Label

Quick Find Schema Builder Create

Credit Memo Invoice Application	CreditMemoInvApplication	Standard Object		
Credit Memo Line	CreditMemoLine	Standard Object		
Customer	Customer	Standard Object		
D&B Company	DandBCompany	Standard Object		
Data Use Legal Basis	DataUseLegalBasis	Standard Object		
Data Use Purpose	DataUsePurpose	Standard Object		
Digital Wallet	DigitalWallet	Standard Object		
Display/tracking	Display_tracking__c	Custom Object	24/04/2023	✓
Duplicate Record Item	DuplicateRecordItem	Standard Object		
Duplicate Record Set	DuplicateRecordSet	Standard Object		
Email Message	EmailMessage	Standard Object		
Enrollment Channel Type	EnrollmentChannelType	Standard Object		

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Search Setup

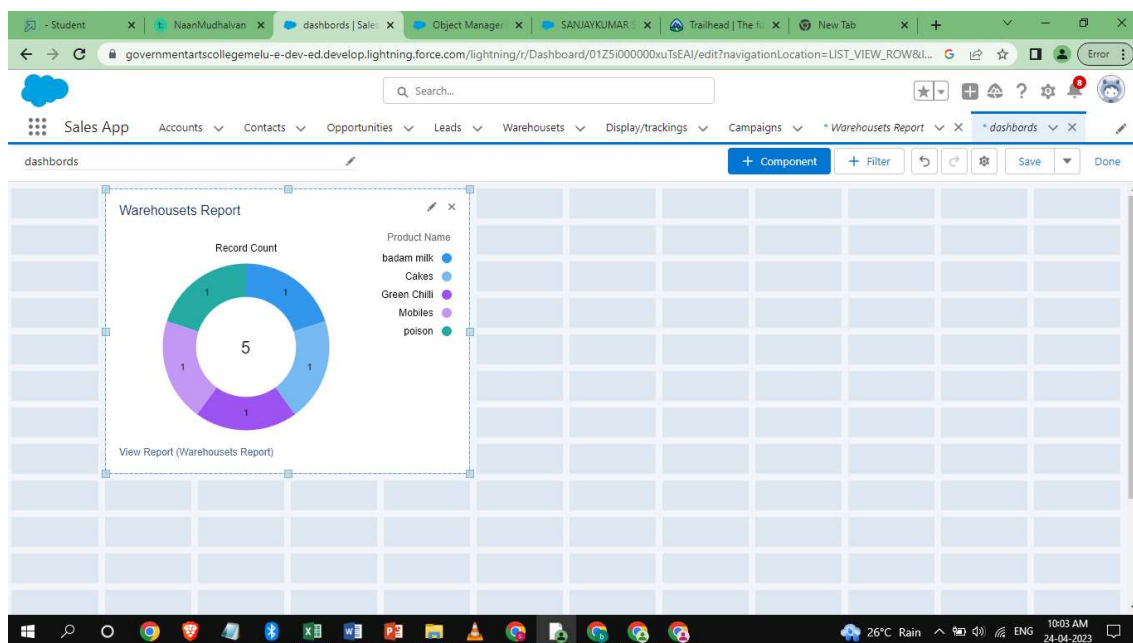
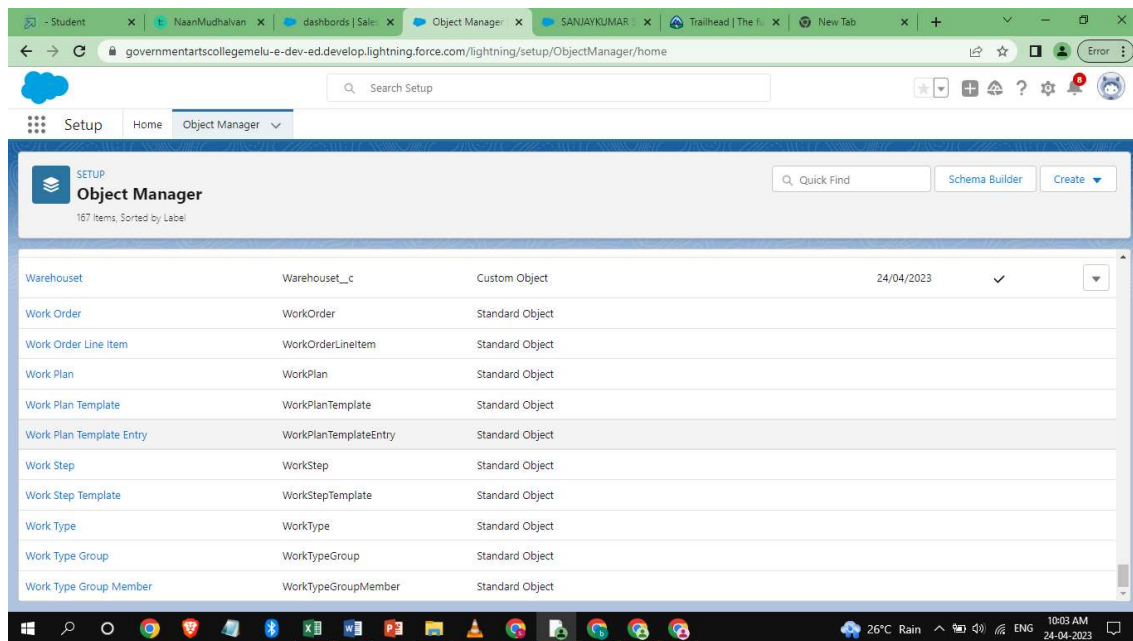
Setup Home Object Manager

SETUP Object Manager  
153 Items, Sorted by Label

Quick Find Schema Builder Create

Return Order	ReturnOrder	Standard Object		
Return Order Item Adjustment	ReturnOrderItemAdjustment	Standard Object		
Return Order Item Tax	ReturnOrderItemTax	Standard Object		
Return Order Line Item	ReturnOrderLineItem	Standard Object		
Sales order	Sales_order__c	Custom Object	24/04/2023	✓
Scorecard	Scorecard	Standard Object		
Scorecard Association	ScorecardAssociation	Standard Object		
Scorecard Metric	ScorecardMetric	Standard Object		
Seller	Seller	Standard Object		
Service Appointment	ServiceAppointment	Standard Object		
Service Contract	ServiceContract	Standard Object		

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#### 4.Trailhead Profile Public URL

Team Lead : <https://trailblazer.me/id/mmangai1>

Team member 1: <https://trailblazer.me/id/rathr9>

Team member 2: <https://trailblazer.me/id/yyogeshwari1>

Team member 3: <https://trailblazer.me/id/swetm25>

Project Report

## 5.ADVANTAGES

- Requires Less Capital
- More Profit Margin Than Wholesalers
- Better Customer Relation
- Credit Facility
- No Liability Towards The

## DISADVANTAGES

- Requires More Marketing Costs
- Good Selling Skill Is Required
- High Competition
- No Benefit Of Bulk Buying

## 6 APPLICATIONS

Retail management system (RMS) is a platform that combines several modules to aid in the day-to-day operation of a retail store or chain, such as managing and buying inventory, checking out customers, scheduling employee shifts, keeping track of finances, etc.

## 7 CONCLUSION

Here, I have come to the end of the project on the topic [Retail Management Application using Salesforce](#) structure. I tried my best to include all the necessary points that are required related to the given topic.

## 8 FUTURE SCOPE

Firstly, it provides entrepreneurship opportunities to the people and secondly, it provides employment to so many people who cannot own the retail stores. With the increase in the purchasing power of the people and the rural reach of the retailers, the scope of retailing has increased manifold.