Retail Management Application Using Salesforce

1. INTRODUCTION

1.1 Overview

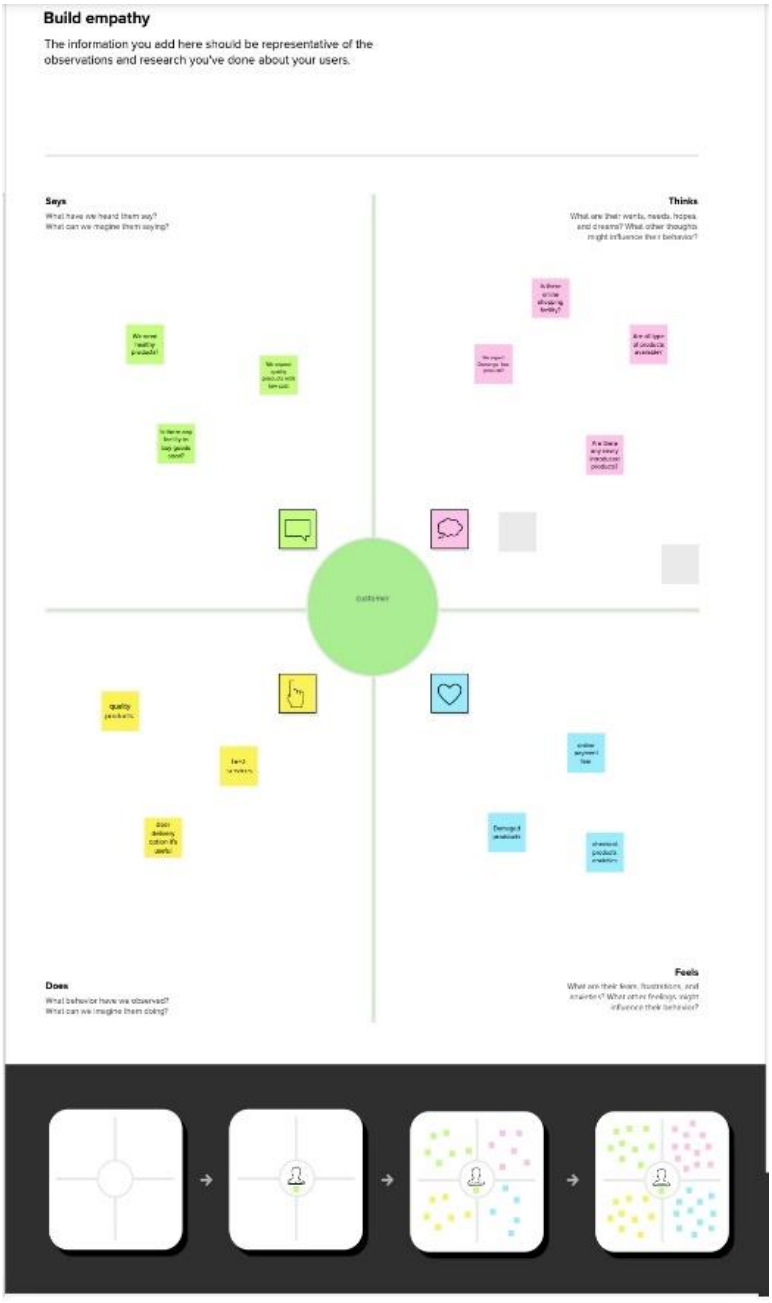
Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household etc. A CRM product owner has requested to create two applications, one is a sales app for sales reps to use this application and store customers data, and the second application is a service app for service reps/agents to provide support to customers in dealing cases. To generate business on top of the customers.

1.2 Purpose

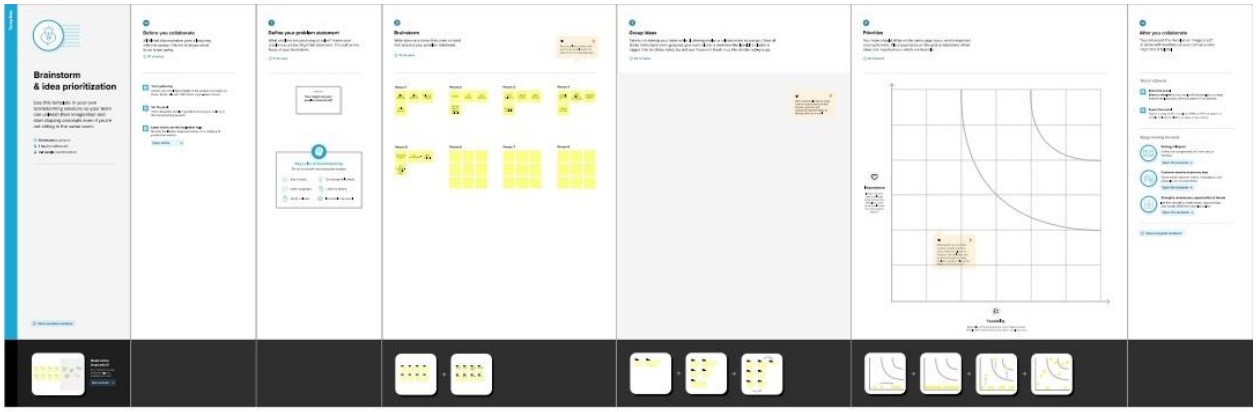
Retail management includes all the steps required to bring the customers into the store and fulfil their buying needs. Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

2. ProblemDefinition&DesignThinking

1.3 Empathy



1.4Ideation &Brainstorming Map



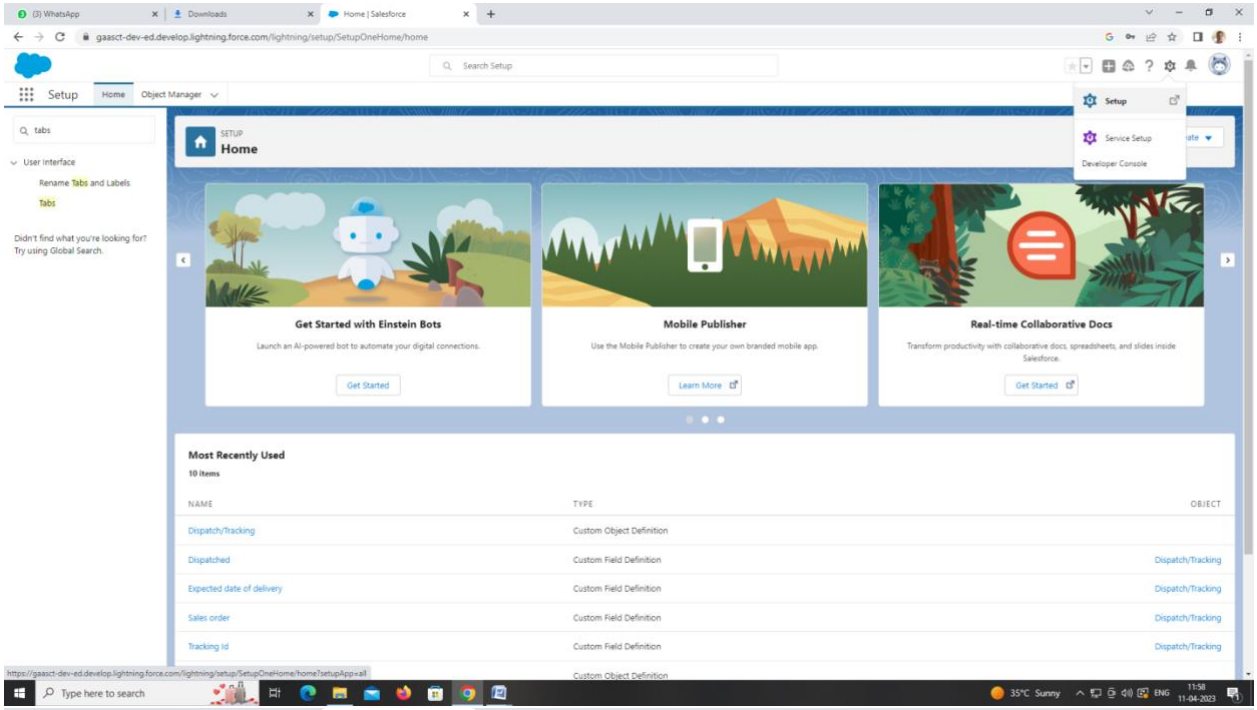
3. RESULT

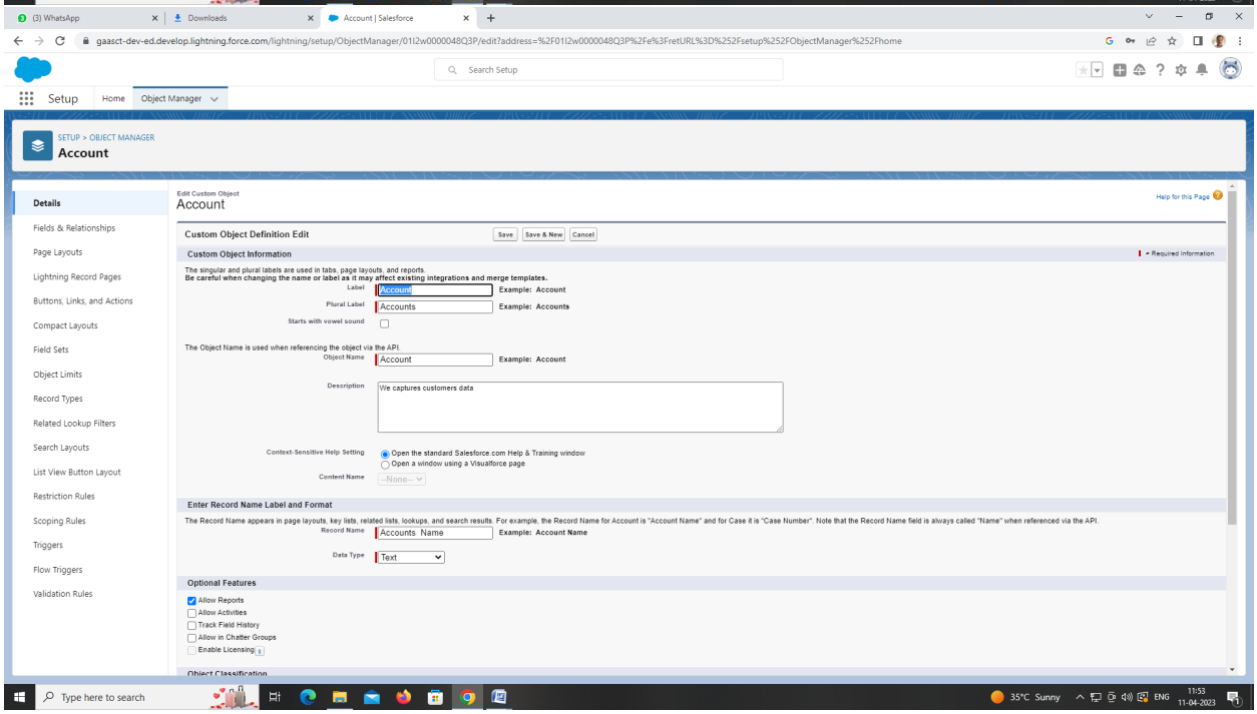
Application	Object	Description
	Campaign	We do promotions by using this object
	Leads	We capture leads here
	Accounts	We capture customers data
Sales app	Contracts	Employees data of custome
	Opportunities	SMB sales orders data
	Products	Here we store product details i.e electronic types
	Werehouse	We capture stocks data
	Sales order	This is an actual order which has invoice details
	Dispatch /tracking	Orders dispatch related info will be stored here

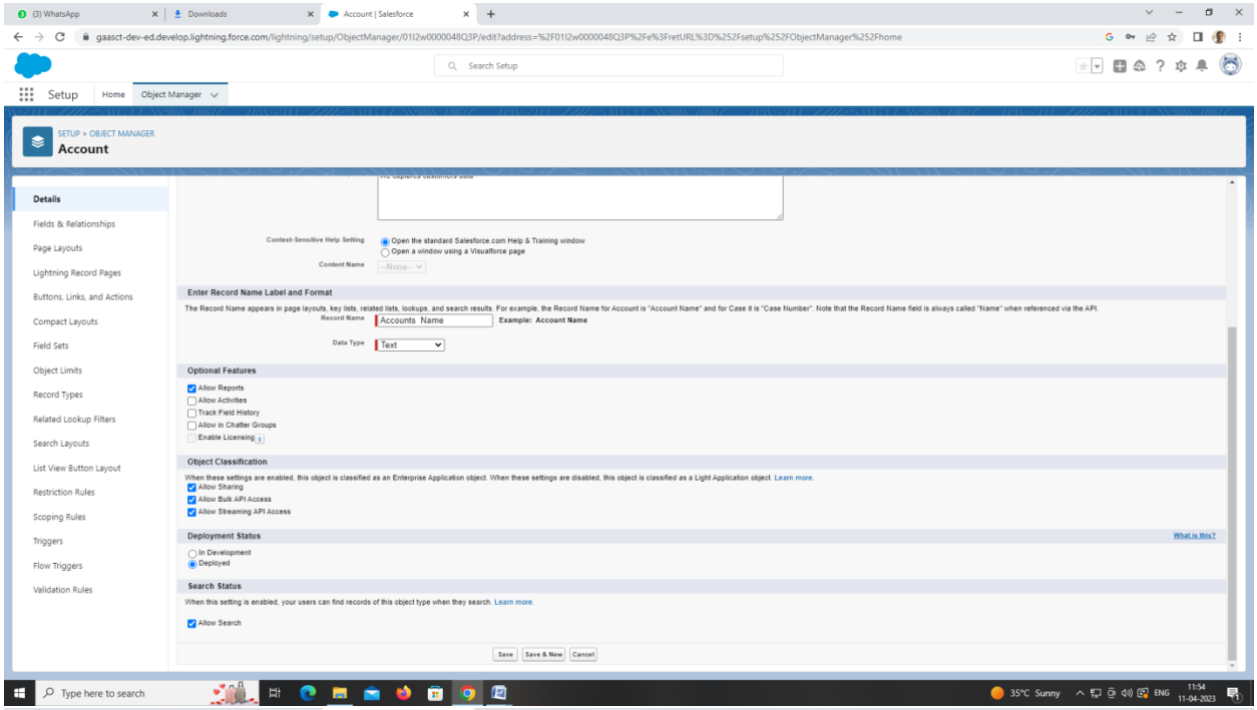
Application	Object	Description
Service app	Cases	Historical problems of customers will be stored here
	Accounts	We captures customers data

1.3 Activity &screen shot

1.


Setup
Home
Object Manager
Search Setup
Service Setup
Developer Console
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
10 items
NAME
TYPE
OBJECT
Dispatch/Tracking
Custom Object Definition
Dispatched
Custom Field Definition
Dispatch/Tracking
Expected date of delivery
Custom Field Definition
Dispatch/Tracking
Sales order
Custom Field Definition
Dispatch/Tracking
Tracking id
Custom Field Definition
Dispatch/Tracking


Setup
Home
Object Manager
Search Setup
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
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Edit Custom Object
Account
Custom Object Definition Edit
Save
Save & New
Cancel
Custom Object Information
Label
Account
Example: Account
Plural Label
Accounts
Example: Accounts
Object Name
Account
Example: Account
Description
We captures customers data
Enter Record Name Label and Format
Record Name
Accounts Name
Example: Account Name
Data Type
Text
Optional Features
Allow Reports
Allow Activities
Track Field History
Allow in Chatter Groups
Enable Licensing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Buttons, Links, and Actions
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Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Enter Record Name Label and Format
Optional Features
Object Classification
Deployment Status
Search Status
Allow Search
Save
Save & New
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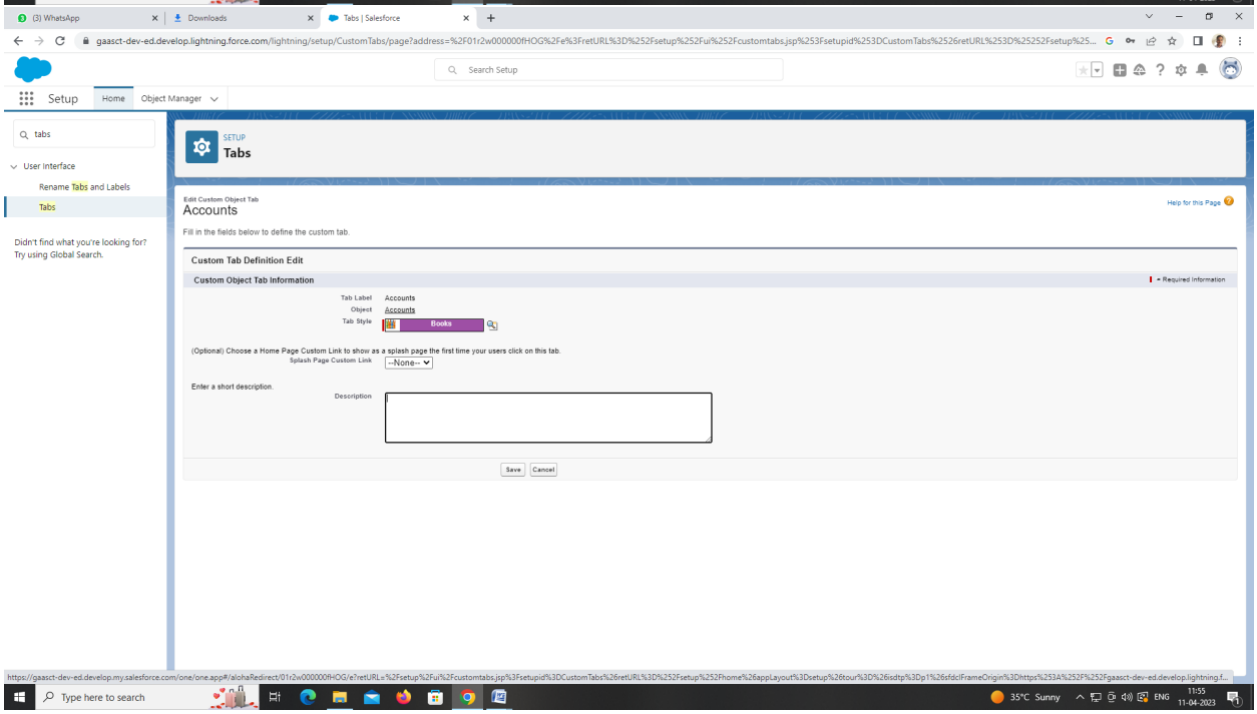
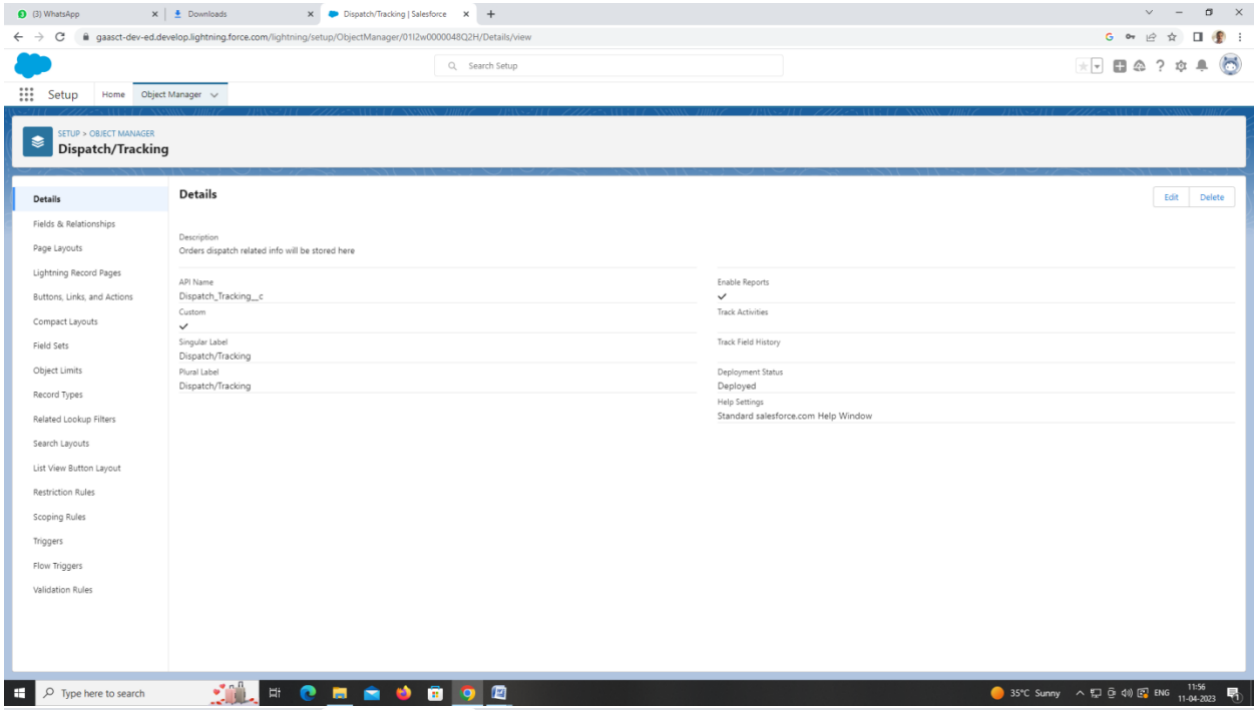

Setup
Home
Object Manager
tabs
User Interface
Rename Tabs and Labels
Tabs
Didn't find what you're looking for?
Try using Global Search.
SETUP
Tabs
Edit Custom Object Tab
Accounts
Fill in the fields below to define the custom tab.
Custom Tab Definition Edit
Custom Object Tab Information
Tab Label
Object
Tab Style
Books
Splash Page Custom Link
--None--
Description
Save
Cancel


Dispatch/Tracking | Salesforce
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Search Setup
Setup
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Dispatch/Tracking
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Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Details
Edit
Delete
Description
Orders dispatch related info will be stored here
API Name
Dispatch_Tracking__c
Custom
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Dispatch/Tracking
Plural Label
Dispatch/Tracking
Enable Reports
Track Activities
Track Field History
Deployment Status
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Help Settings
Standard salesforce.com Help Window
Type here to search
35°C Sunny
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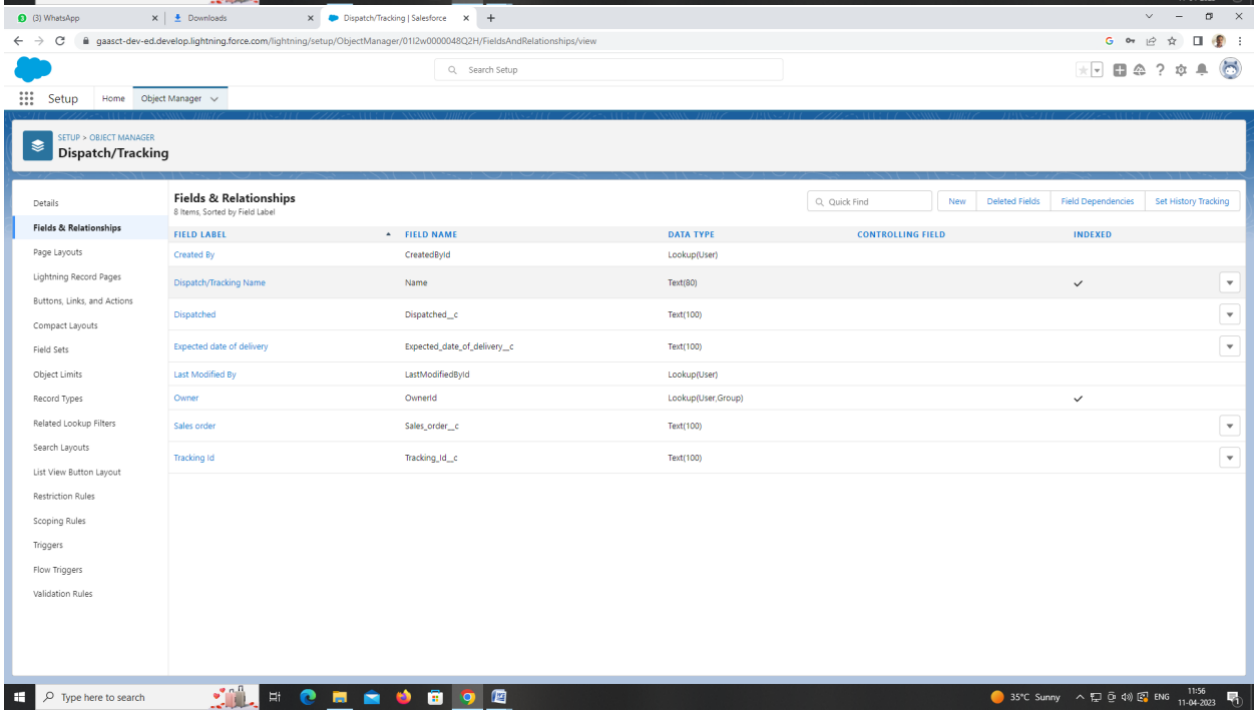
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Dispatch/Tracking
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Fields & Relationships
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Search Layouts
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Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Fields & Relationships
8 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)
Dispatch/Tracking Name
Name
Text(80)
Dispatched
Dispatched__c
Text(100)
Expected date of delivery
Expected_date_of_delivery__c
Text(100)
Last Modified By
LastModifiedById
Lookup(User)
Owner
OwnerId
Lookup(User,Group)
Sales order
Sales_order__c
Text(100)
Tracking Id
Tracking_Id__c
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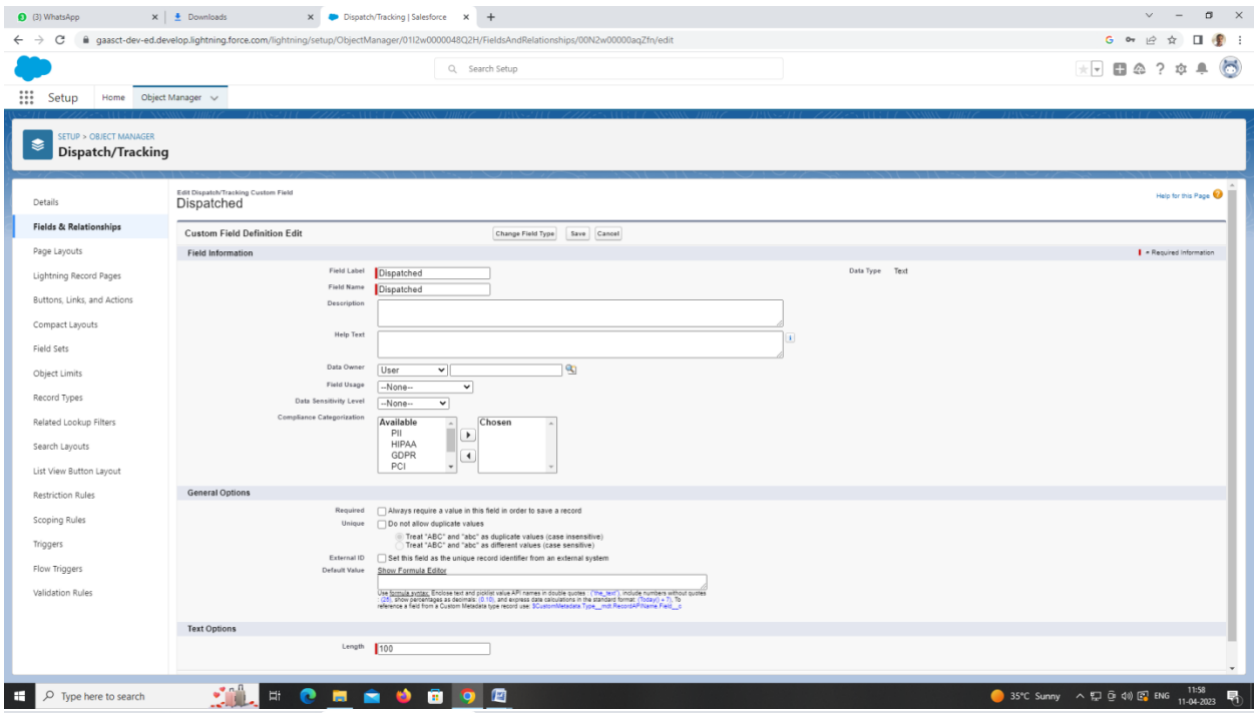
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Restriction Rules
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Triggers
Flow Triggers
Validation Rules
Edit Dispatch/Tracking Custom Field
Dispatched
Help for this Page
Custom Field Definition Edit
Change Field Type
Save
Cancel
Field Information
= Required Information
Field Label
Dispatched
Field Name
Dispatched
Data Type
Text
Description
Help Text
Data Owner
User
Field Usage
--None--
Data Sensitivity Level
--None--
Compliance Categorization
Available
PII
HIPAA
GDPR
PCI
Chosen
General Options
Required
Always require a value in this field in order to save a record
Unique
Do not allow duplicate values
Treat "ABC" and "abc" as duplicate values (case insensitive)
Treat "ABC" and "abc" as different values (case sensitive)
External ID
Set this field as the unique record identifier from an external system
Default Value
Show Formula Editor
Text Options
Length
100
Type here to search
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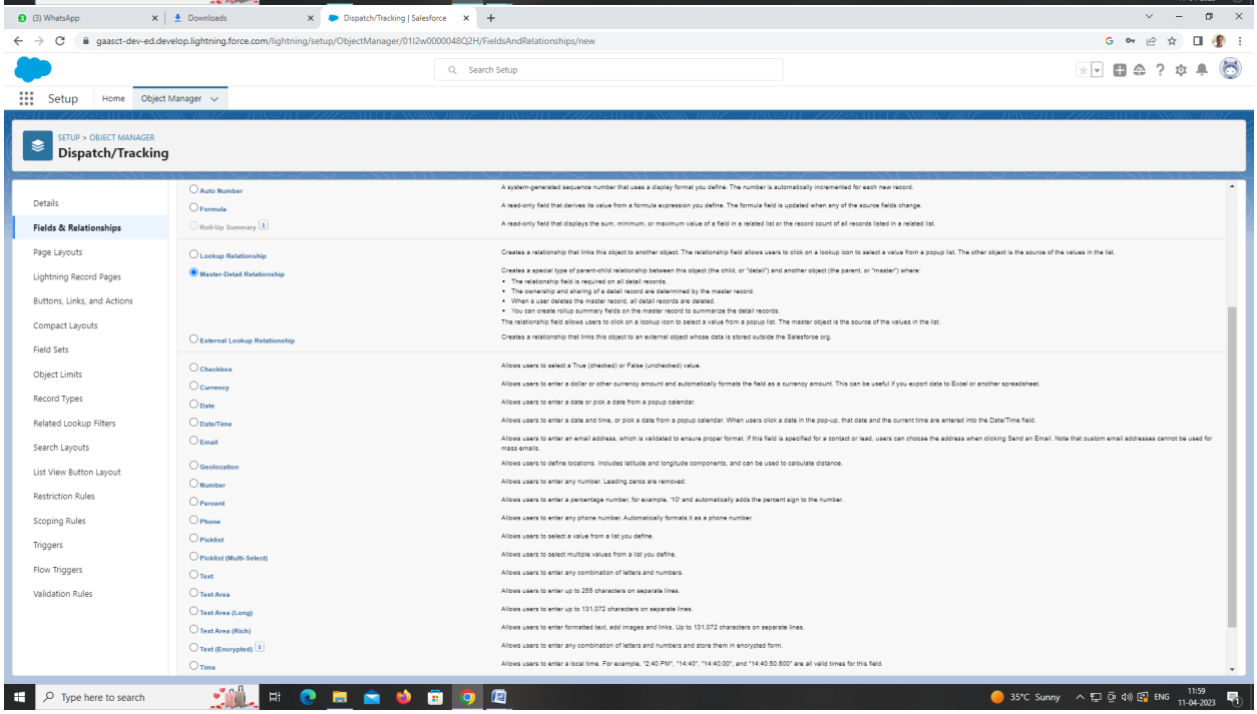
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Search Setup
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Page Layouts
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Buttons, Links, and Actions
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Validation Rules
Auto Number
A system-generated sequence number that uses a display format you define. The number is automatically incremented for each new record.
Formula
A read-only field that derives its value from a formula expression you define. The formula field is updated when any of the source fields change.
Roll-Up Summary
A read-only field that displays the sum, minimum, or maximum value of a field in a related list or the record count of all records listed in a related list.
Lookup Relationship
Creates a relationship that links this object to another object. The relationship field allows users to click on a lookup icon to select a value from a popup list. The other object is the source of the values in the list.
Master-Detail Relationship
Creates a special type of parent-child relationship between this object (the child, or "detail") and another object (the parent, or "master") where:
The relationship field is required on all detail records.
The ownership and sharing of a detail record are determined by the master record.
When a user deletes the master record, all detail records are deleted.
You can create rollup summary fields on the master record to summarize the detail records.
The relationship field allows users to click on a lookup icon to select a value from a popup list. The master object is the source of the values in the list.
External Lookup Relationship
Creates a relationship that links this object to an external object whose data is stored outside the Salesforce org.
Checkbox
Allows users to select a True (checked) or False (unchecked) value.
Currency
Allows users to enter a dollar or other currency amount and automatically formats the field as a currency amount. This can be useful if you export data to Excel or another spreadsheet.
Date
Allows users to enter a date or pick a date from a popup calendar.
Date/Time
Allows users to enter a date and time, or pick a date from a popup calendar. When users click a date in the pop-up, that date and the current time are entered into the Date/Time field.
Email
Allows users to enter an email address, which is validated to ensure proper format. If this field is specified for a contact or lead, users can choose the address when clicking Send an Email. Note that custom email addresses cannot be used for mass emails.
Geolocation
Allows users to define locations. Includes latitude and longitude components, and can be used to calculate distance.
Number
Allows users to enter any number. Leading zeros are removed.
Percent
Allows users to enter a percentage number, for example, "10" and automatically adds the percent sign to the number.
Phone
Allows users to enter any phone number. Automatically formats it as a phone number.
Picklist
Allows users to select a value from a list you define.
Picklist (Multi-Select)
Allows users to select multiple values from a list you define.
Text
Allows users to enter any combination of letters and numbers.
Text Area
Allows users to enter up to 255 characters on separate lines.
Text Area (Long)
Allows users to enter up to 131,072 characters on separate lines.
Text Area (Rich)
Allows users to enter formatted text, add images and links. Up to 131,072 characters on separate lines.
Text (Encrypted)
Allows users to enter any combination of letters and numbers and store them in encrypted form.
Time
Allows users to enter a local time. For example, "2:40 PM", "14:40", "14:40:00", and "14:40:50.600" are all valid times for this field.
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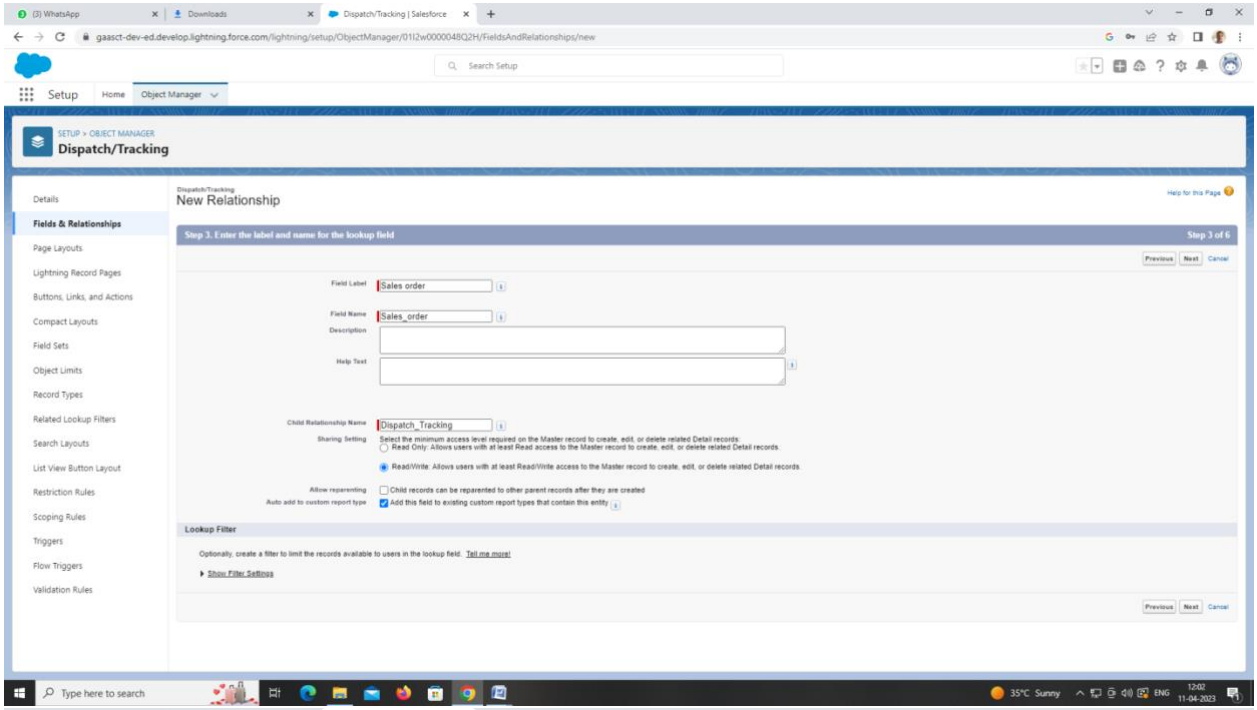
Dispatch/Tracking | Salesforce
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Search Setup
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Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Dispatch/Tracking
New Relationship
Help for this Page
Step 3. Enter the label and name for the lookup field
Step 3 of 6
Previous
Next
Cancel
Field Label
Sales order
Field Name
Sales_order
Description
Help Text
Child Relationship Name
Dispatch_Tracking
Sharing Setting
Select the minimum access level required on the Master record to create, edit, or delete related Detail records.
Read Only: Allows users with at least Read access to the Master record to create, edit, or delete related Detail records.
Read/Write: Allows users with at least Read/Write access to the Master record to create, edit, or delete related Detail records.
Allow reparenting
Child records can be reparented to other parent records after they are created
Auto add to custom report type
Add this field to existing custom report types that contain this entity
Lookup Filter
Optionally, create a filter to limit the records available to users in the lookup field. Tell me more!
Show Filter Settings
Previous
Next
Cancel
Type here to search
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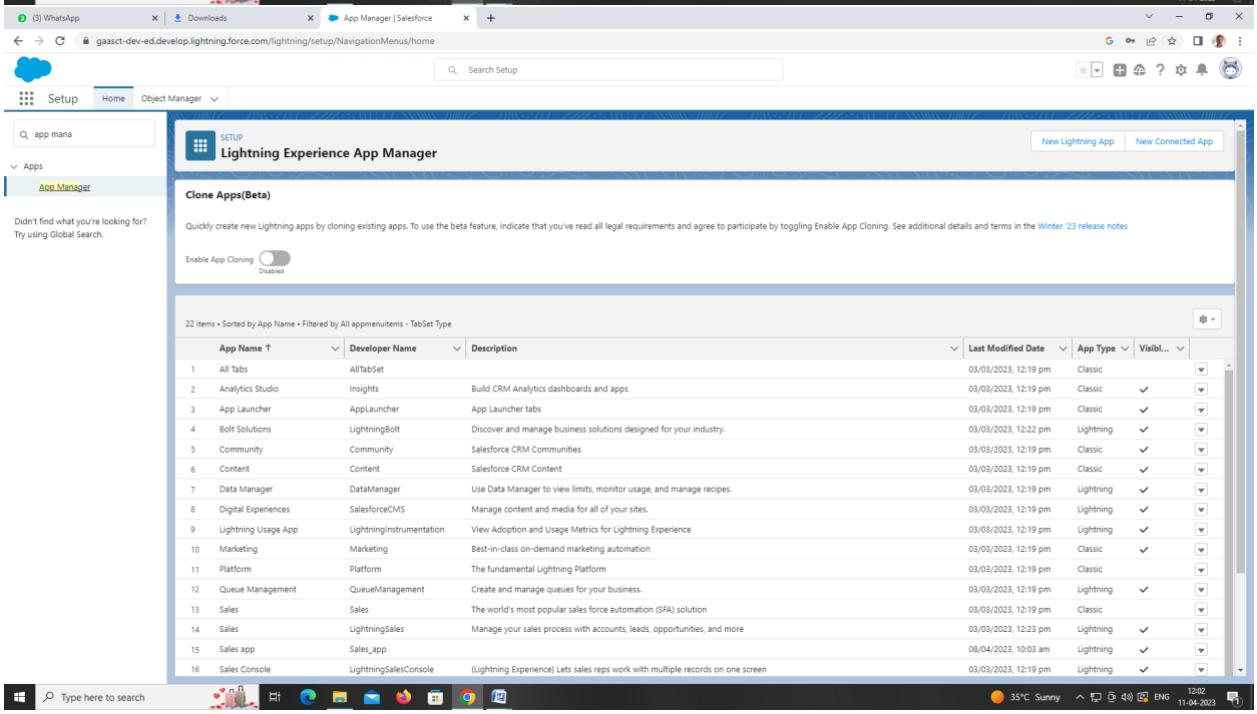
App Manager | Salesforce
gaasct-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home
Search Setup
Setup
Home
Object Manager
app mana
Apps
App Manager
Didn't find what you're looking for?
Try using Global Search.
SETUP
Lightning Experience App Manager
New Lightning App
New Connected App
Clone Apps(Beta)
Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the Winter '23 release notes
Enable App Cloning
Disabled
22 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type
App Name
Developer Name
Description
Last Modified Date
App Type
Visibl...
1 All Tabs AllTabSet 03/03/2023, 12:19 pm Classic
2 Analytics Studio Insights Build CRM Analytics dashboards and apps 03/03/2023, 12:19 pm Classic
3 App Launcher AppLauncher App Launcher tabs 03/03/2023, 12:19 pm Classic
4 Bolt Solutions LightningBolt Discover and manage business solutions designed for your industry. 03/03/2023, 12:22 pm Lightning
5 Community Community Salesforce CRM Communities 03/03/2023, 12:19 pm Classic
6 Content Content Salesforce CRM Content 03/03/2023, 12:19 pm Classic
7 Data Manager DataManager Use Data Manager to view limits, monitor usage, and manage recipes. 03/03/2023, 12:19 pm Lightning
8 Digital Experiences SalesforceCMS Manage content and media for all of your sites. 03/03/2023, 12:19 pm Lightning
9 Lightning Usage App LightningInstrumentation View Adoption and Usage Metrics for Lightning Experience 03/03/2023, 12:19 pm Lightning
10 Marketing Marketing Best-in-class on-demand marketing automation 03/03/2023, 12:19 pm Classic
11 Platform Platform The fundamental Lightning Platform 03/03/2023, 12:19 pm Classic
12 Queue Management QueueManagement Create and manage queues for your business. 03/03/2023, 12:19 pm Lightning
13 Sales Sales The world's most popular sales force automation (SFA) solution 03/03/2023, 12:19 pm Classic
14 Sales LightningSales Manage your sales process with accounts, leads, opportunities, and more 03/03/2023, 12:23 pm Lightning
15 Sales app Sales_app 08/04/2023, 10:03 am Lightning
16 Sales Console LightningSalesConsole (Lightning Experience) Lets sales reps work with multiple records on one screen 03/03/2023, 12:19 pm Lightning
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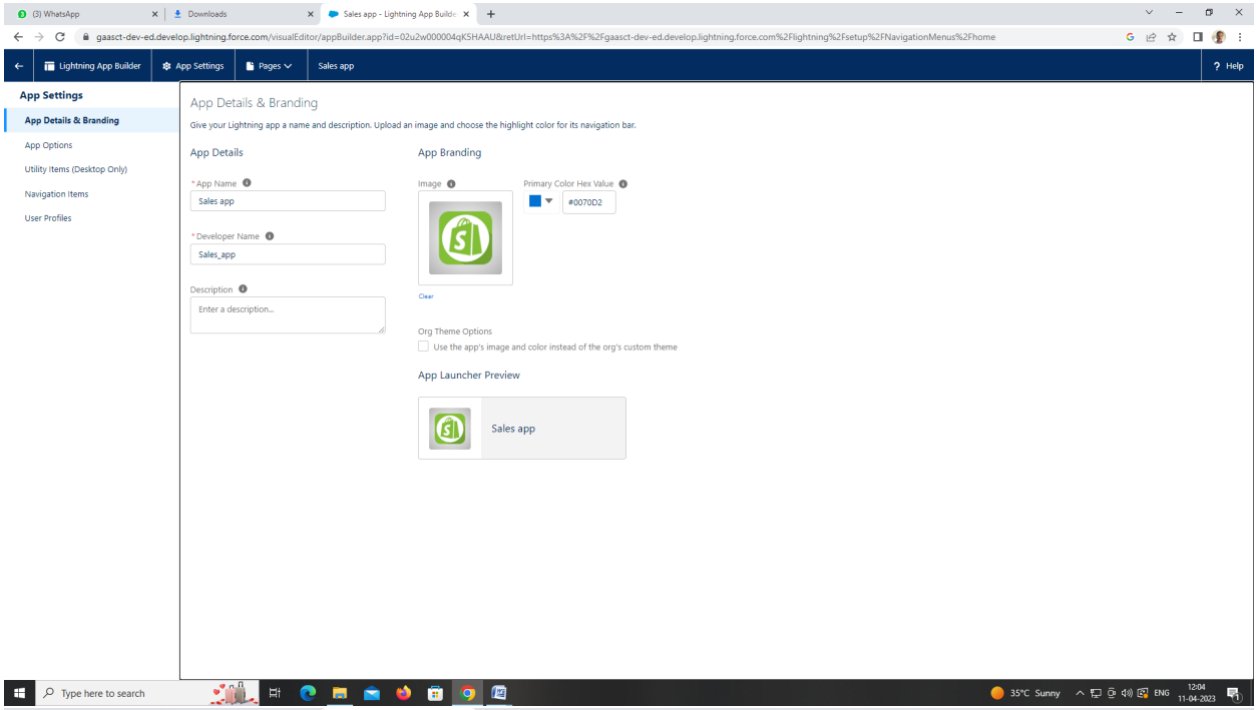
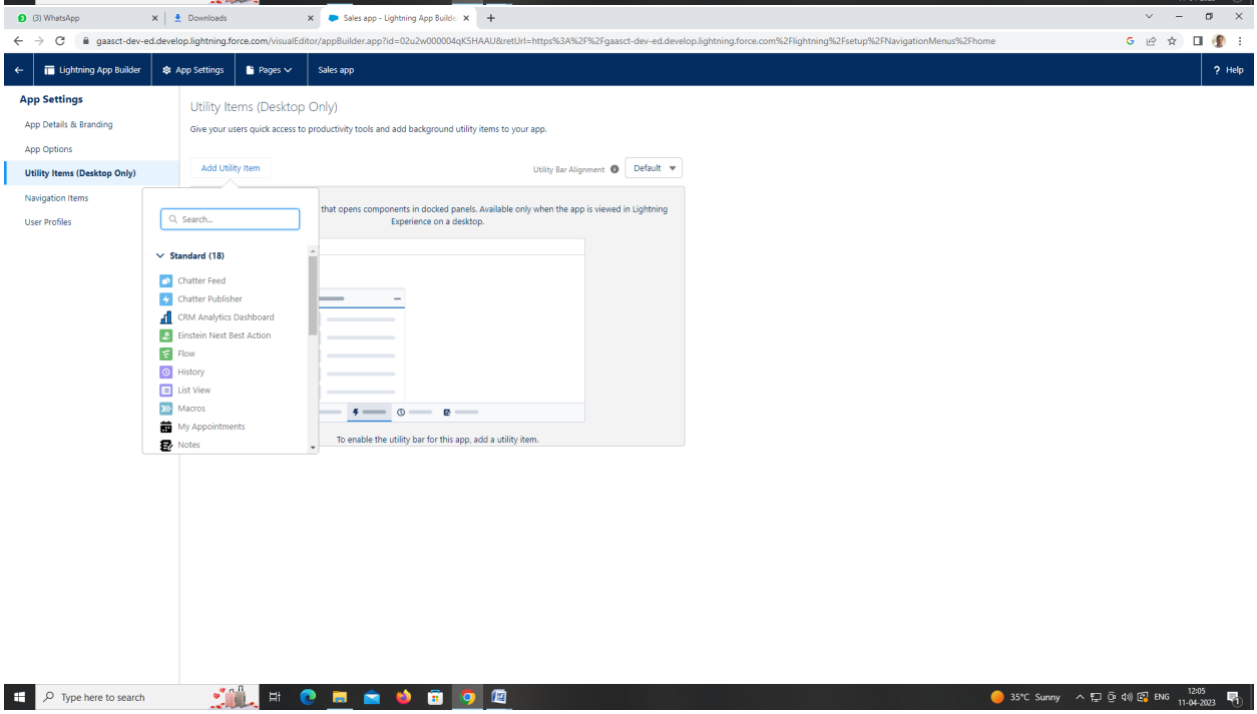

Lightning App Builder
App Settings
Pages
Sales app
Help
App Settings
App Details & Branding
App Options
Utility Items (Desktop Only)
Navigation Items
User Profiles
App Details & Branding
Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.
App Details
*App Name
Sales app
*Developer Name
Sales_app
Description
Enter a description...
App Branding
Image
Primary Color Hex Value
#0070D2
Clear
Org Theme Options
Use the app's image and color instead of the org's custom theme
App Launcher Preview
Sales app


Lightning App Builder
App Settings
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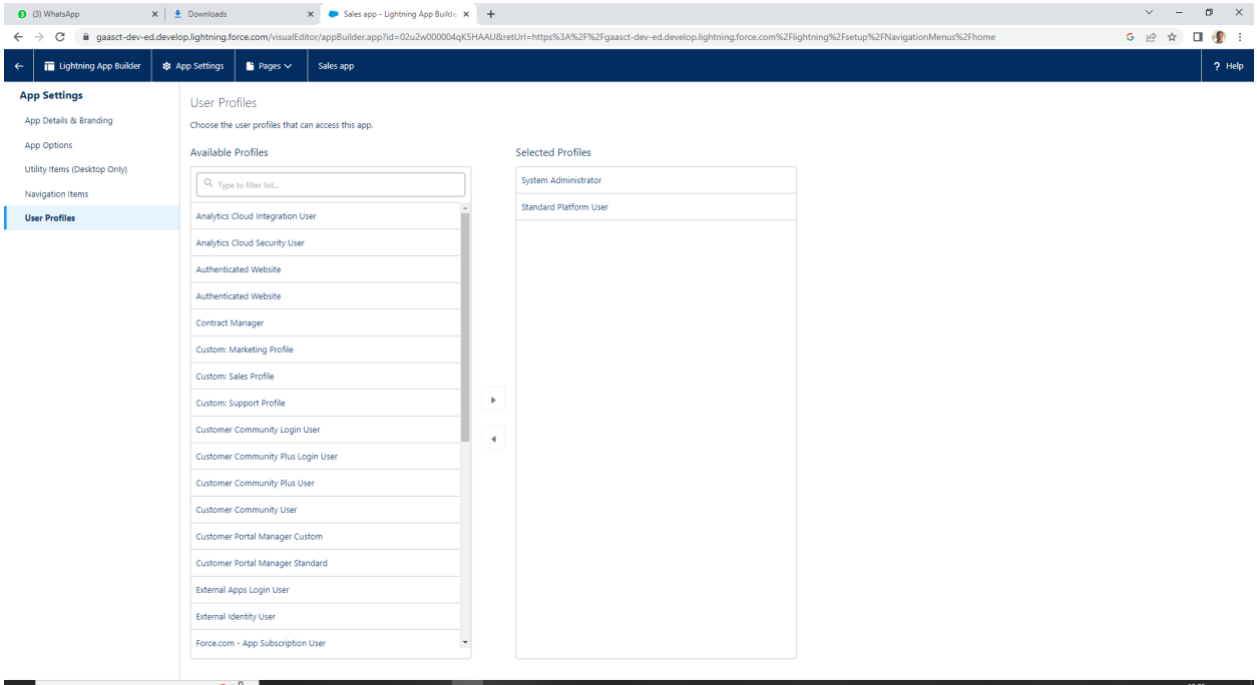
Help
App Settings
App Details & Branding
App Options
Utility Items (Desktop Only)
Navigation Items
User Profiles
Utility Items (Desktop Only)
Give your users quick access to productivity tools and add background utility items to your app.
Add Utility Item
Utility Bar Alignment
Default
that opens components in docked panels. Available only when the app is viewed in Lightning Experience on a desktop.
Search...
Standard (18)
Chatter Feed
Chatter Publisher
CRM Analytics Dashboard
Einstein Next Best Action
Flow
History
List View
Macros
My Appointments
Notes
To enable the utility bar for this app, add a utility item.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Lightning App Builder
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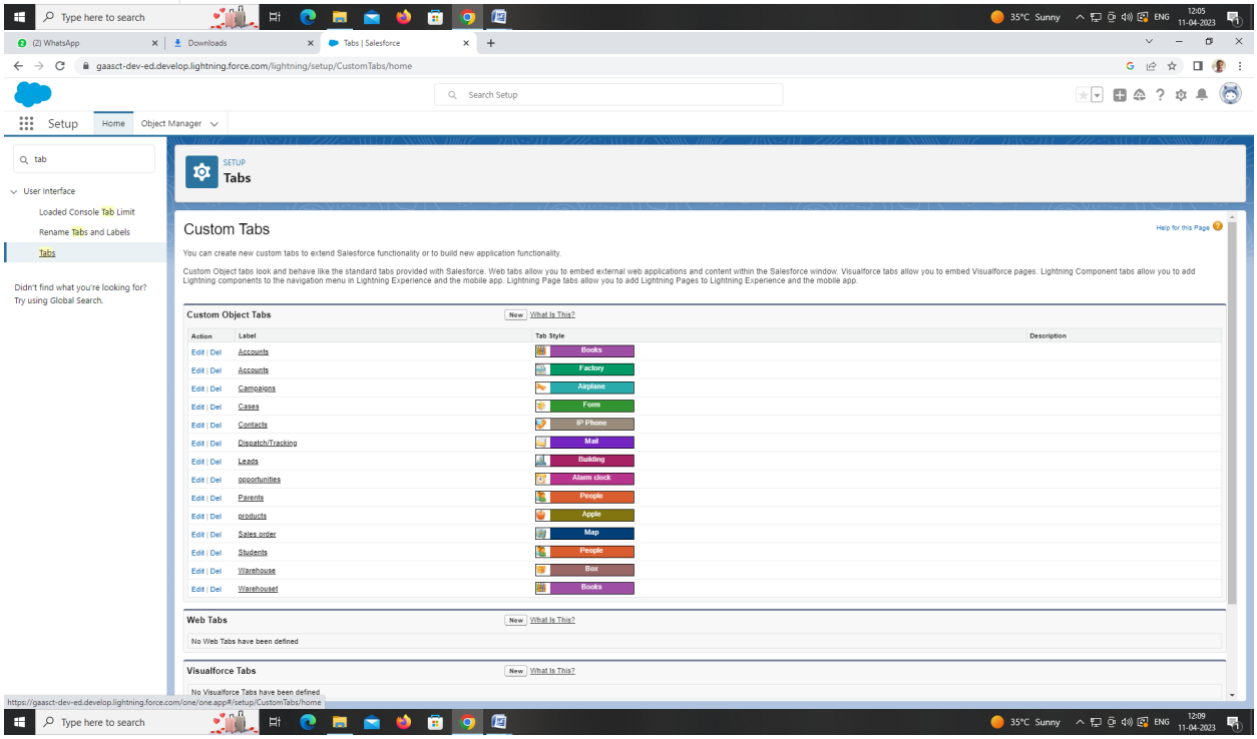
App Settings
App Details & Branding
App Options
Utility Items (Desktop Only)
Navigation Items
User Profiles
User Profiles
Choose the user profiles that can access this app.
Available Profiles
Type to filter list...
Analytics Cloud Integration User
Analytics Cloud Security User
Authenticated Website
Authenticated Website
Contract Manager
Custom: Marketing Profile
Custom: Sales Profile
Custom: Support Profile
Customer Community Login User
Customer Community Plus Login User
Customer Community Plus User
Customer Community User
Customer Portal Manager Custom
Customer Portal Manager Standard
External Apps Login User
External Identity User
Force.com - App Subscription User
Selected Profiles
System Administrator
Standard Platform User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Search Setup
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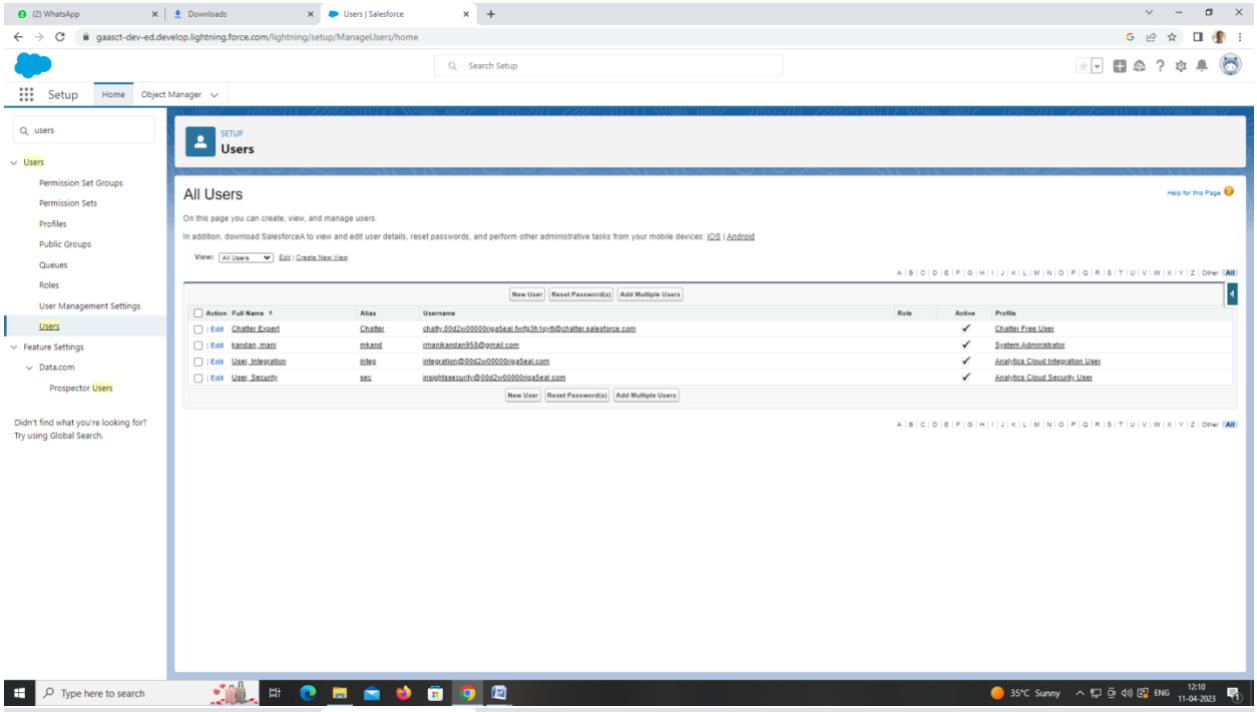
Home
Object Manager
tab
User Interface
Loaded Console Tab Limit
Rename Tabs and Labels
Tabs
Didn't find what you're looking for?
Try using Global Search.
SETUP
Tabs
Custom Tabs
Help for this Page
You can create new custom tabs to extend Salesforce functionality or to build new application functionality.
Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.
Custom Object Tabs
New
What Is This?
Action
Label
Tab Style
Description
Edit | Del Accounts Books
Edit | Del Accounts Factory
Edit | Del Campaigns Airplane
Edit | Del Cases Form
Edit | Del Contacts IP Phone
Edit | Del Dispatch/Tracking Mail
Edit | Del Leads Building
Edit | Del opportunities Alarm clock
Edit | Del Parents People
Edit | Del products Apple
Edit | Del Sales order Map
Edit | Del Students People
Edit | Del Warehouse Box
Edit | Del Warehouse1 Books
Web Tabs
New
What Is This?
No Web Tabs have been defined
Visualforce Tabs
New
What Is This?
No Visualforce Tabs have been defined
https://gaasct-dev-ed.develop.lightning.force.com/one/one.app#/setup/CustomTabs/home


(2) WhatsApp
Downloads
Users | Salesforce
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users
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Permission Sets
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Queues
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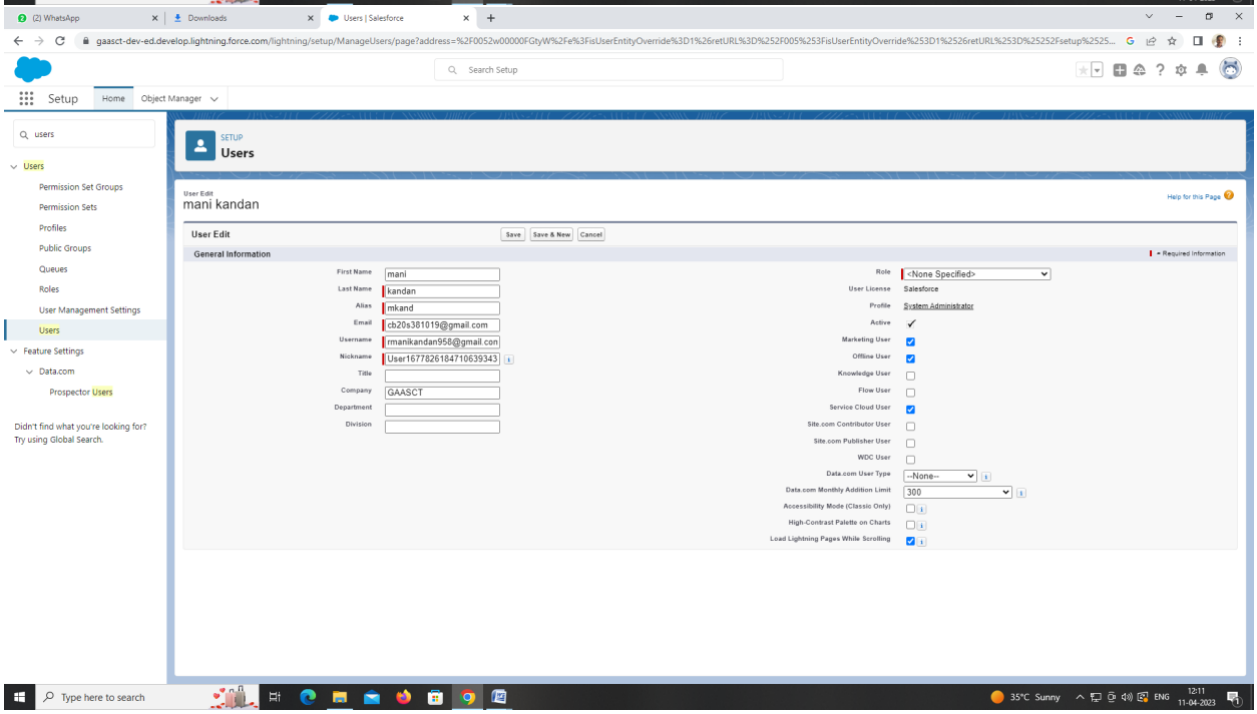
User Management Settings
Users
Feature Settings
Data.com
Prospector Users
Didn't find what you're looking for? Try using Global Search.
SETUP
Users
All Users
Help for this Page
On this page you can create, view, and manage users.
In addition, download SalesforceA to view and edit user details, reset passwords, and perform other administrative tasks from your mobile devices: iOS | Android
View: All Users Edit | Create New View
New User
Reset Password(s)
Add Multiple Users
Action Full Name Alias Username Role Active Profile
Edit Chatter Expert Chatter chatty.00d2w00000rigaSeal.fwifq3h1pvfti@chatter.salesforce.com Chatter Free User
Edit kandan_mani mkand rmanikandan958@gmail.com System Administrator
Edit User_Integration integ integration@00d2w00000rigaSeal.com Analytics Cloud Integration User
Edit User_Security sec insightssecurity@00d2w00000rigaSeal.com Analytics Cloud Security User
Type here to search
35°C Sunny
ENG
12:10
11-04-2023


(2) WhatsApp
Downloads
Users | Salesforce
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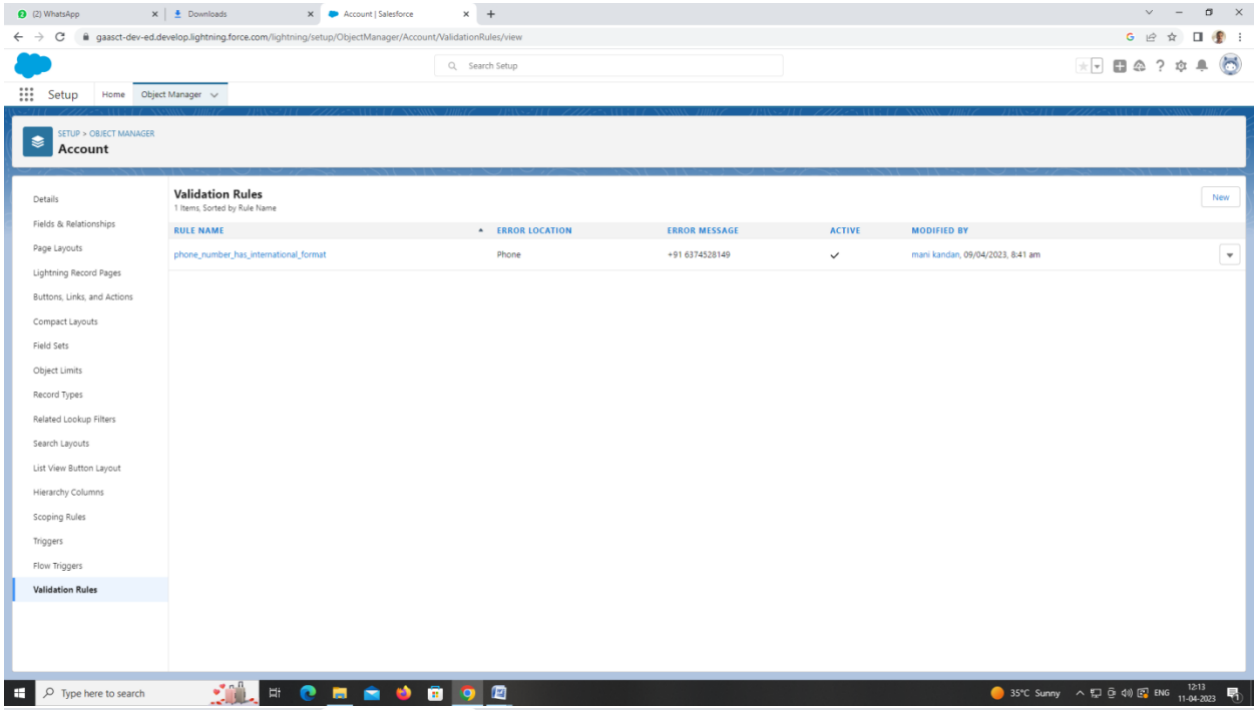
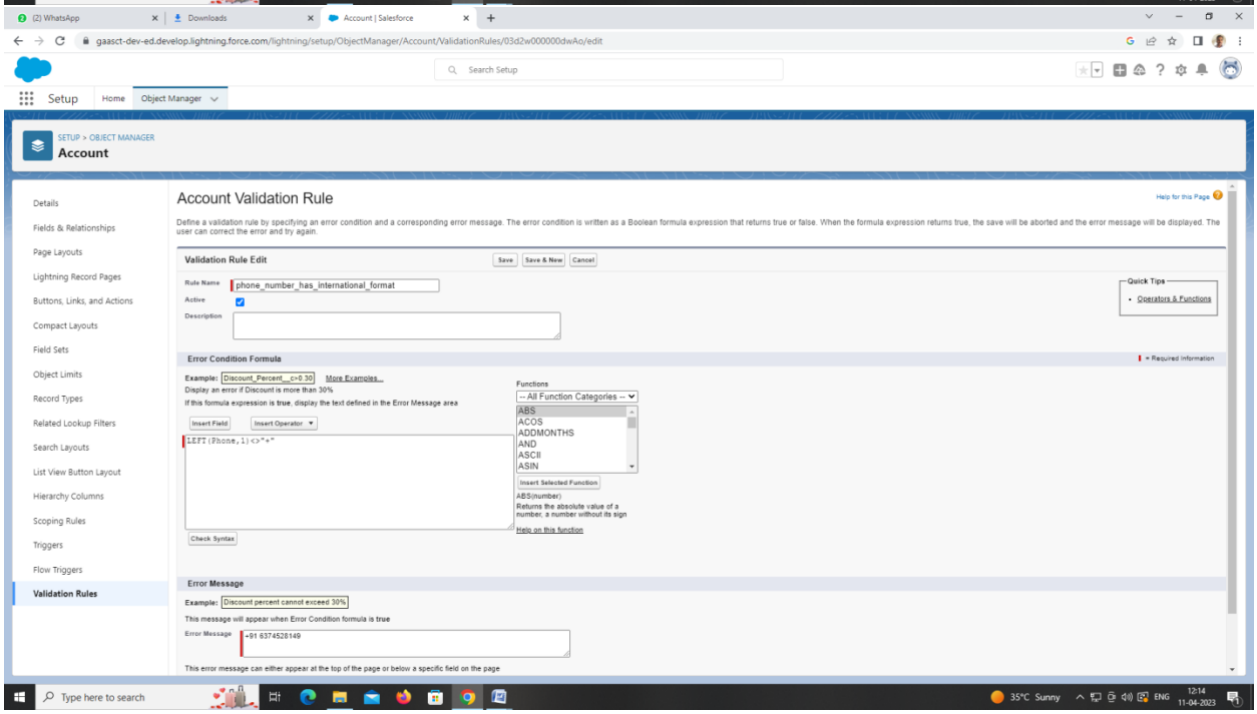
Search Setup
Setup
Home
Object Manager
users
Users
Permission Set Groups
Permission Sets
Profiles
Public Groups
Queues
Roles
User Management Settings
Users
Feature Settings
Data.com
Prospector Users
Didn't find what you're looking for? Try using Global Search.
SETUP
Users
User Edit
mani kandan
Help for this Page
User Edit
Save
Save & New
Cancel
General Information
= Required Information
First Name mani
Last Name kandan
Alias mkand
Email cb20s381019@gmail.com
Username rmanikandan958@gmail.com
Nickname User1677826184710639343
Title
Company GAASCT
Department
Division
Role <None Specified>
User License Salesforce
Profile System Administrator
Active
Marketing User
Offline User
Knowledge User
Flow User
Service Cloud User
Site.com Contributor User
Site.com Publisher User
WDC User
Data.com User Type --None--
Data.com Monthly Addition Limit 300
Accessibility Mode (Classic Only)
High-Contrast Palette on Charts
Load Lightning Pages While Scrolling
Type here to search
35°C Sunny
ENG
12:11
11-04-2023


Account | Salesforce
gaasct-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Account/ValidationRules/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
Validation Rules
1 Items, Sorted by Rule Name
New
RULE NAME
ERROR LOCATION
ERROR MESSAGE
ACTIVE
MODIFIED BY
phone_number_has_international_format
Phone
+91 6374528149
mani kandan, 09/04/2023, 8:41 am


Account | Salesforce
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Search Setup
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SETUP > OBJECT MANAGER
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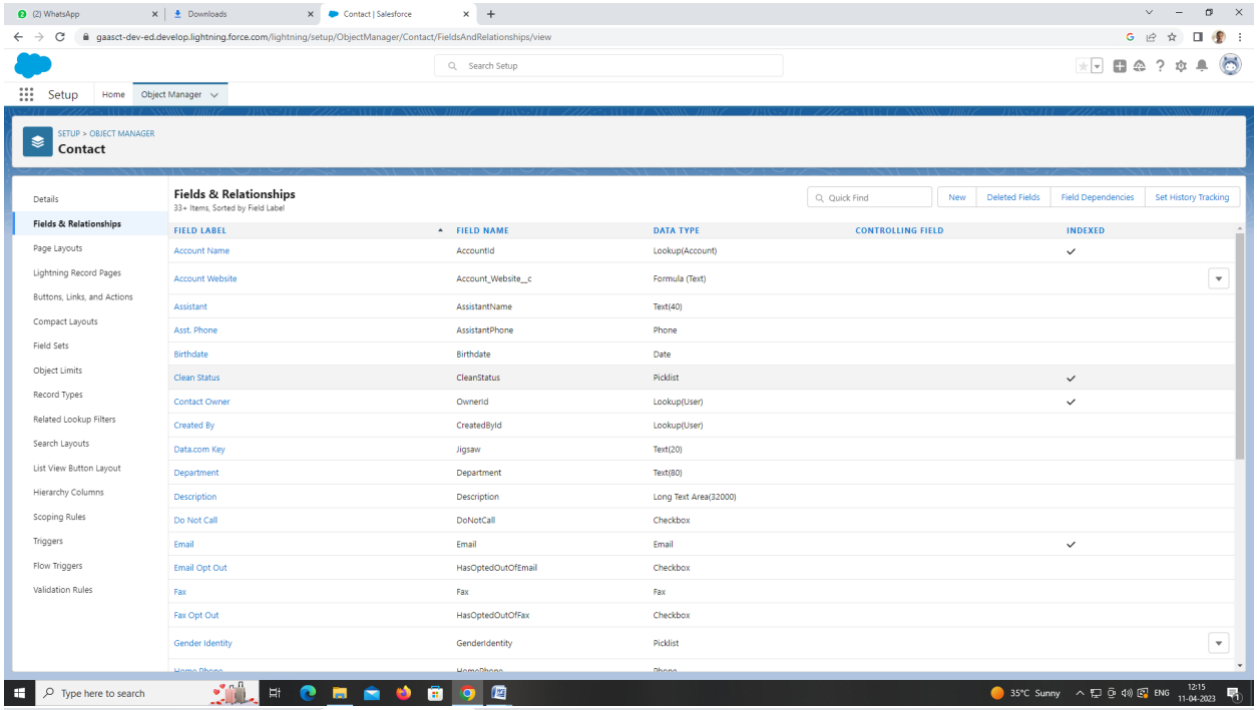
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Hierarchy Columns
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Account Validation Rule
Help for this Page
Define a validation rule by specifying an error condition and a corresponding error message. The error condition is written as a Boolean formula expression that returns true or false. When the formula expression returns true, the save will be aborted and the error message will be displayed. The user can correct the error and try again.
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)<>"+"
Check Syntax
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
Error Message
Example:
Discount percent cannot exceed 30%
This message will appear when Error Condition formula is true
Error Message
+91 6374528149
This error message can either appear at the top of the page or below a specific field on the page


Contact | Salesforce
gaasct-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Contact/FieldsAndRelationships/view
Search Setup
Setup
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Object Manager
SETUP > OBJECT MANAGER
Contact
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
Fields & Relationships
33+ Items, Sorted by Field Label
Quick Find
New
Deleted Fields
Field Dependencies
Set History Tracking
FIELD LABEL
FIELD NAME
DATA TYPE
CONTROLLING FIELD
INDEXED
Account Name
AccountId
Lookup(Account)
Account Website
Account_Website__c
Formula (Text)
Assistant
AssistantName
Text(40)
Asst. Phone
AssistantPhone
Phone
Birthdate
Birthdate
Date
Clean Status
CleanStatus
Picklist
Contact Owner
OwnerId
Lookup(User)
Created By
CreatedById
Lookup(User)
Data.com Key
Jigsaw
Text(20)
Department
Department
Text(80)
Description
Description
Long Text Area(32000)
Do Not Call
DoNotCall
Checkbox
Email
Email
Email
Email Opt Out
HasOptedOutOfEmail
Checkbox
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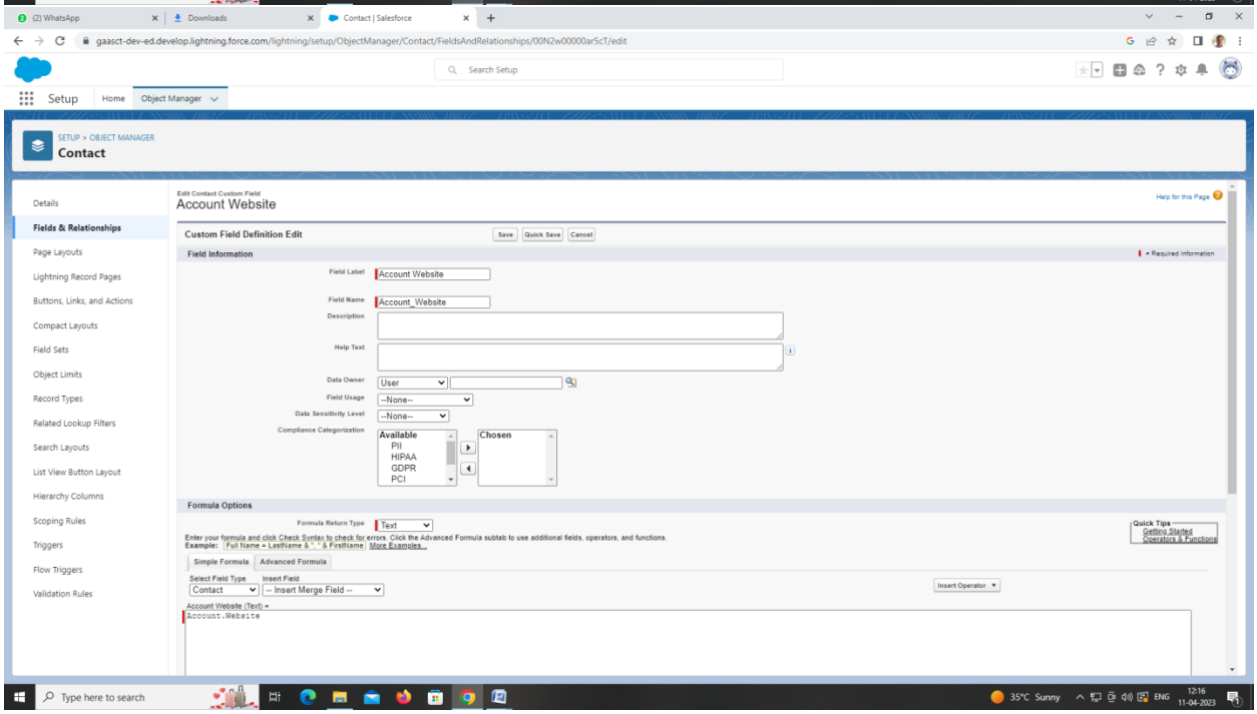
12:15
11-04-2023


Contact | Salesforce
gaasct-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/Contact/FieldsAndRelationships/00N2w00000ar5cT/edit
Search Setup
Setup
Home
Object Manager
SETUP > OBJECT MANAGER
Contact
Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
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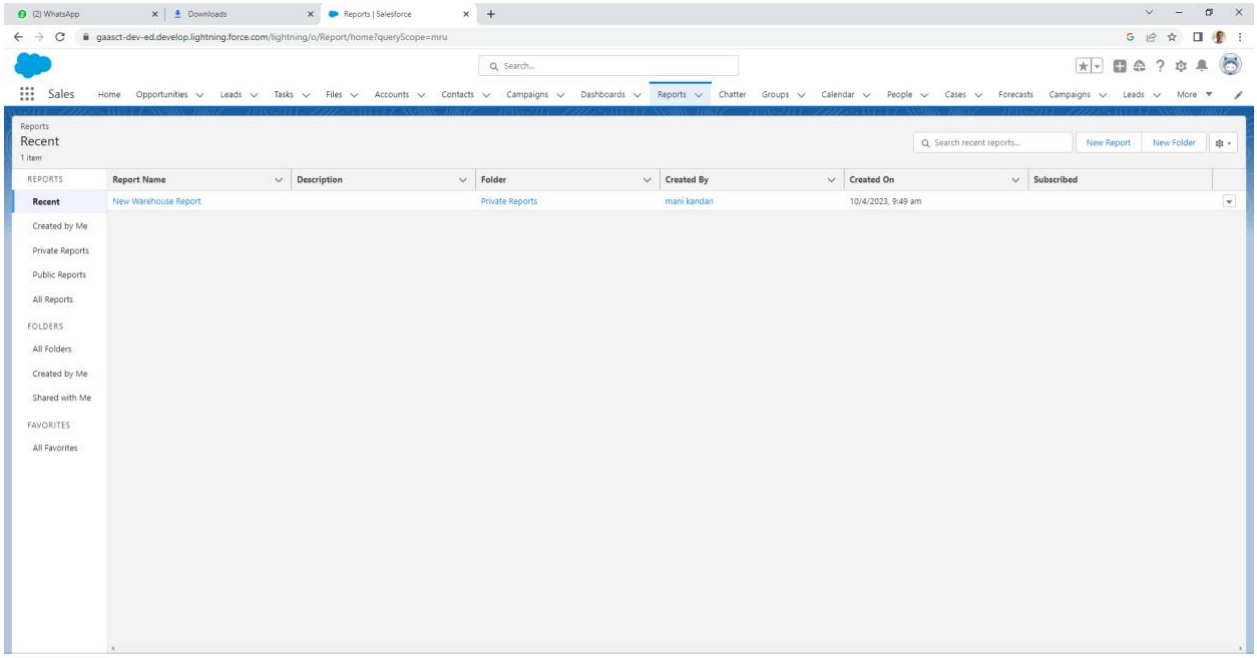
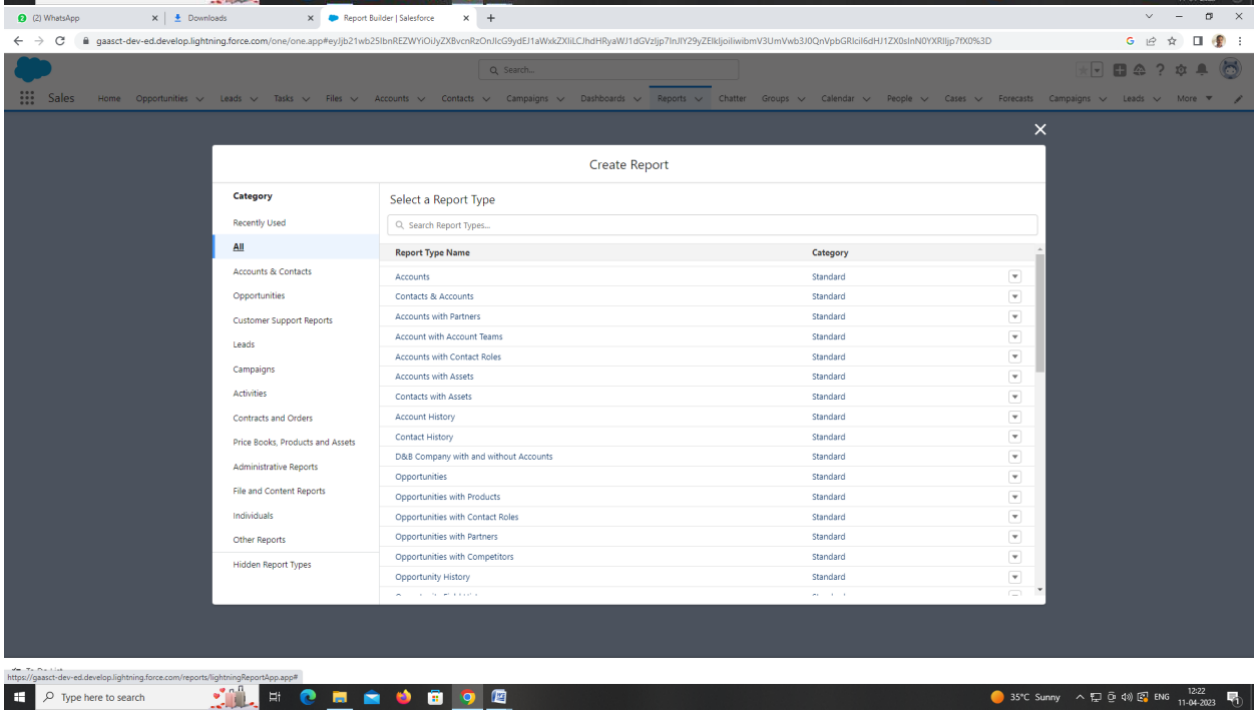
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Hierarchy Columns
Scoping Rules
Triggers
Flow Triggers
Validation Rules
Edit Contact Custom Field
Account Website
Help for this Page
Custom Field Definition Edit
Save
Quick Save
Cancel
Field Information
= Required Information
Field Label
Account Website
Field Name
Account_Website
Description
Help Text
Data Owner
User
Field Usage
--None--
Data Sensitivity Level
--None--
Compliance Categorization
Available
PII
HIPAA
GDPR
PCI
Chosen
Formula Options
Formula Return Type
Text
Quick Tips
Getting Started
Operators & Functions
Enter your formula and click Check Syntax to check for errors. Click the Advanced Formula subtab to use additional fields, operators, and functions.
Example: Full Name = LastName & ', ' & FirstName More Examples...
Simple Formula
Advanced Formula
Select Field Type
Contact
Insert Field
-- Insert Merge Field --
Insert Operator
Account Website (Text) =
Account.Website
Type here to search
35°C Sunny
ENG
12:16
11-04-2023


Reports | Salesforce
gaasct-dev-ed.develop.lightning.force.com/lightning/o/Report/home?queryScope=mru
Sales
Home
Opportunities
Leads
Tasks
Files
Accounts
Contacts
Campaigns
Dashboards
Reports
Chatter
Groups
Calendar
People
Cases
Forecasts
Campaigns
Leads
More
Reports
Recent
1 item
Search recent reports...
New Report
New Folder
REPORTS
Recent
Created by Me
Private Reports
Public Reports
All Reports
FOLDERS
All Folders
Created by Me
Shared with Me
FAVORITES
All Favorites
Report Name
Description
Folder
Created By
Created On
Subscribed
New Warehouse Report
Private Reports
mani kandan
10/4/2023, 9:49 am
To Do List
Type here to search
35°C Sunny
ENG
12:21
11-04-2023


Report Builder | Salesforce
gaasct-dev-ed.develop.lightning.force.com/one/one.app#eyJjb21wb25lbnREZWYiOiJyZXBvcnRzOnJlcG9ydEJ1aWxkZXIiLCJhdHRyaWJ1dGVzIjp7InJlY29yZElkIjoiIiwibmV3UmVwb3J0QnVpbGRlciI6dHJ1ZX0sInN0YXRlIjp7fX0%3D
Sales
Create Report
Category
Recently Used
All
Accounts & Contacts
Opportunities
Customer Support Reports
Leads
Campaigns
Activities
Contracts and Orders
Price Books, Products and Assets
Administrative Reports
File and Content Reports
Individuals
Other Reports
Hidden Report Types
Select a Report Type
Search Report Types...
Report Type Name
Category
Accounts
Standard
Contacts & Accounts
Standard
Accounts with Partners
Standard
Account with Account Teams
Standard
Accounts with Contact Roles
Standard
Accounts with Assets
Standard
Contacts with Assets
Standard
Account History
Standard
Contact History
Standard
D&B Company with and without Accounts
Standard
Opportunities
Standard
Opportunities with Products
Standard
Opportunities with Contact Roles
Standard
Opportunities with Partners
Standard
Opportunities with Competitors
Standard
Opportunity History
Standard
https://gaasct-dev-ed.develop.lightning.force.com/reports/lightningReportApp.app#
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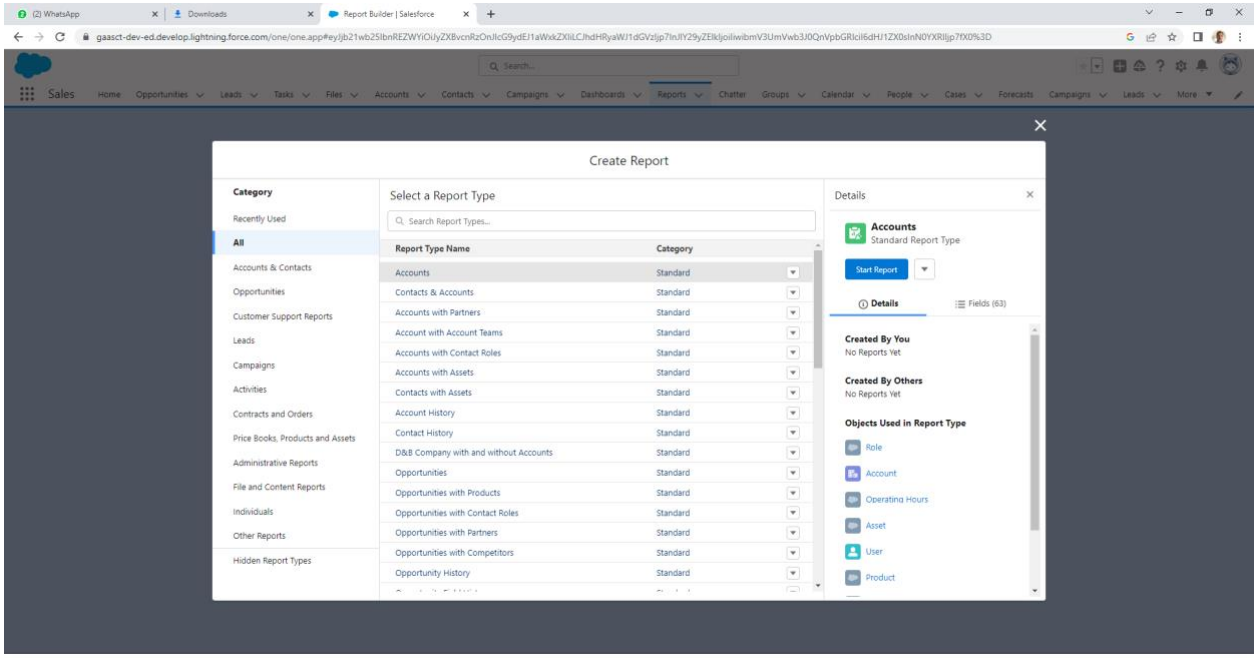
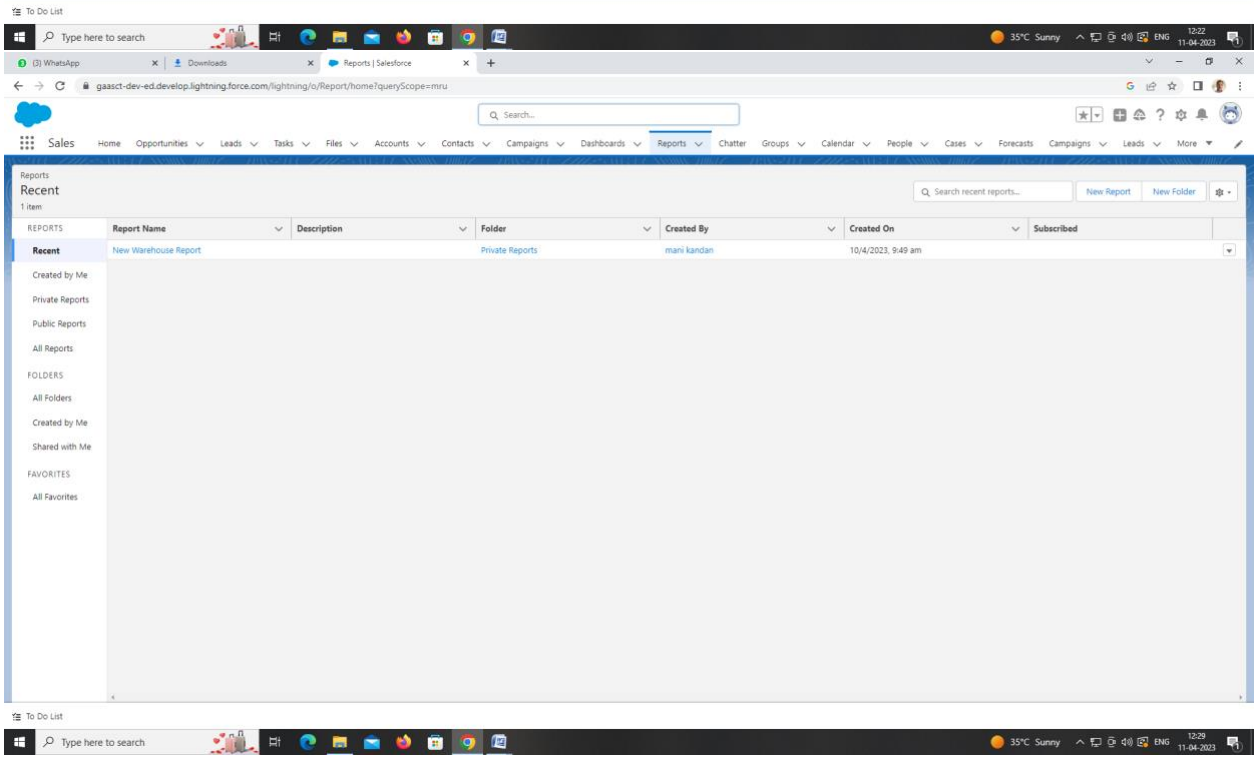
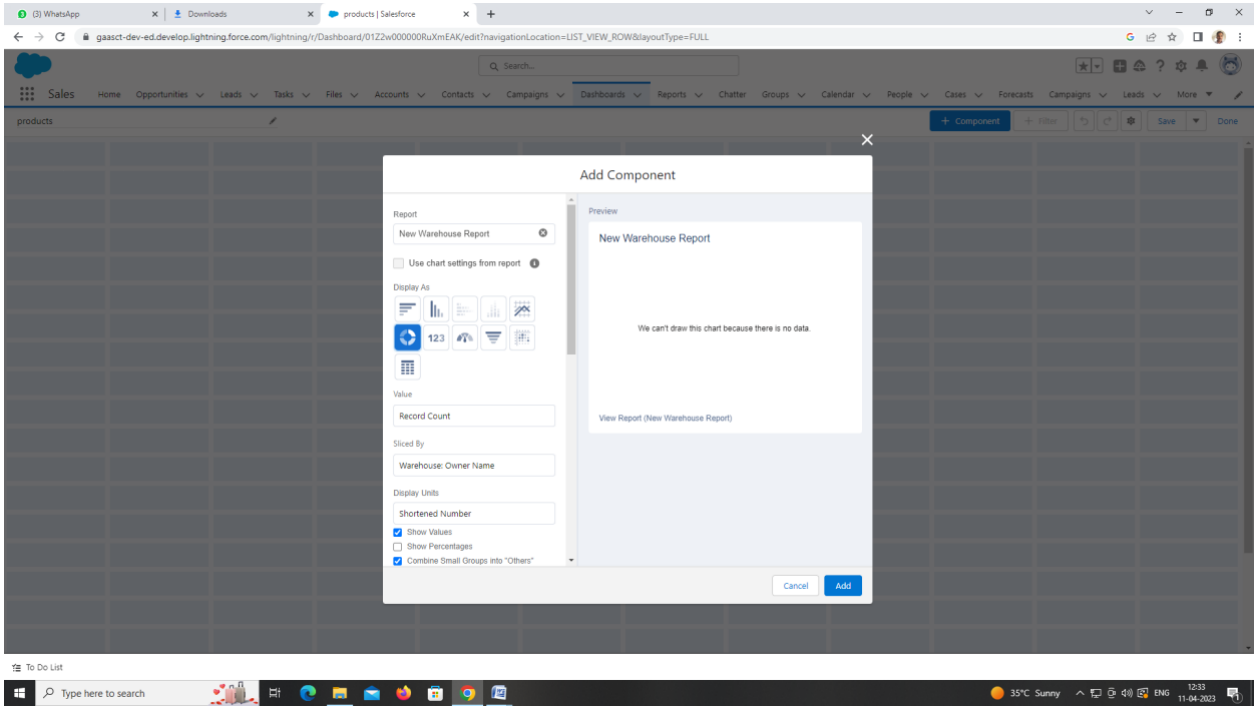
11-04-2023


Create Report
Category
Recently Used
All
Accounts & Contacts
Opportunities
Customer Support Reports
Leads
Campaigns
Activities
Contracts and Orders
Price Books, Products and Assets
Administrative Reports
File and Content Reports
Individuals
Other Reports
Hidden Report Types
Select a Report Type
Search Report Types...
Report Type Name
Category
Accounts
Standard
Contacts & Accounts
Accounts with Partners
Account with Account Teams
Accounts with Contact Roles
Accounts with Assets
Contacts with Assets
Account History
Contact History
D&B Company with and without Accounts
Opportunities
Opportunities with Products
Opportunities with Contact Roles
Opportunities with Partners
Opportunities with Competitors
Opportunity History
Details
Accounts
Standard Report Type
Start Report
Details
Fields (63)
Created By You
No Reports Yet
Created By Others
No Reports Yet
Objects Used in Report Type
Role
Account
Operating Hours
Asset
User
Product


Reports
Recent
1 item
Search recent reports...
New Report
New Folder
REPORTS
Recent
Created by Me
Private Reports
Public Reports
All Reports
FOLDERS
All Folders
Created by Me
Shared with Me
FAVORITES
All Favorites
Report Name
Description
Folder
Created By
Created On
Subscribed
New Warehouse Report
Private Reports
mani kandan
10/4/2023, 9:49 am



4. Trailhead Profile Public URL

Team lead-https://trailblazer.me/id/mkandan65
Team Member 1-https://trailblazer.me/id/abirami1011
Team Member 2-https://trailblazer.me/id/devika1014
Team Member 3-https://trailblazer.me/id/santhana1023
Team Member 4-https://trailblazer.me/id/thilaga24

5. ADVANTAGES & DISADVANTAGE

ADVANTAGES:

1.Less Capital Requirement

It does not require huge investment to start retail business. Retailers buy goods from wholesalers in small quantity and sell to ultimate customers. It does not need large space to store goods. So, retailing can be commenced with little investment.

2. More Profit Margin

There is fixed margin of profit for wholesalers. Generally they earn 3% to 8% profit on sale. But there is no fixed margin for retailers, shopkeepers may fix profit margin up to 20% in some cases.

3. Credit Facility

Another benefit of retailers is that they get credit facility from wholesalers or dealers. But they sell products on cash which helps to maintain adequate liquidity in the business.

4. Better Customer Relation

Retailing is directly linked with the customers. Retailers can understand the interests, preferences and buying behavior of customers. It helps to build better customer relation and loyalty.

5. No Liability

In case of faulty or defective products, the manufacturer should replace the product. So, retailers do not need to bear the loss

DISADVANTAGES:

1. High Marketing Cost

Retailers should make investment in decoration of shop and display of goods to attract more customers. So, it requires more marketing or advertising cost than wholesalers.

2. Selling Skill Required

It requires good selling skill to attract customers. Retailers should possess the art of good communication and convincing power to influence consumers.

3. Very High Competition

Another disadvantage of retailing is that there is tough competition in the market because several retailers sell similar types of products. So, it is difficult to remain in the competitive environment.

4. No Economies Of Buying

Retailers buy small volume of products from wholesalers. So, they miss the opportunity to enjoy he benefit of economies of buying.

5. It Requires Proper Location

It is difficult to find out proper location to start retail store. It requires highly dense area with fewer competitors.

APPLICATIONS:

1.Home

2.Industries

3.Mahl

CONCLUSION:

It is important to note that value is not static, but rather a dynamic concept that builds over time and can radically change due to alterations in market dynamics or consumer needs. For this reason, it is vital for retailers to identify trends that can change consumer behavior and adjust their offering accordingly.
Retail concept should be at the core of every retailer's strategy and therefore understanding where the customer value stems from has an enormous impact on how a retailer will succeed. Consumer value is constructed from the difference between benefits and sacrifices. In a retail setting, the objective price and the effort needed to acquire a product is the sacrifice where as value of the product and the shopping experience is the benefit received. Whenever benefits outweigh sacrifices the consumer will engage in purchasing behaviour, given that they recognise the need or desire for a product or service

FUTURE SCOPE:

The retail sector in the country is currently booming, providing plenty of career prospects for people with a passion for sales marketplaces, business diversification, campaigning, advertising, market research, and segmentation. With the continuous expansion of the retail industry, there is a growing demand for retail courses that will prepare students to cope with the tactics, procedures, and methods that will help them generate more sales and customer satisfaction. Retail management has become one of the fastest-growing occupations in the industry as the economy has grown significantly. The retail industry in India is the most appealing and fastest-growing in the world, demanding an increase in competent expertise in this discipline.
It intends to create a new generation of international-caliber smart retail experts by providing them with global best practices.