RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1. INTRODUCTION:

1.1 OVERVIEW:

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 simple words, retail management helps customers shop without any difficulty.

Retail management refers to successfully running and managing the internal functions of a retail store. It comes from extensive planning and having an understanding of the target demographic. Retail management teaches about inventory management and supply management, where it conveys various techniques to optimize the entire retailing operations.

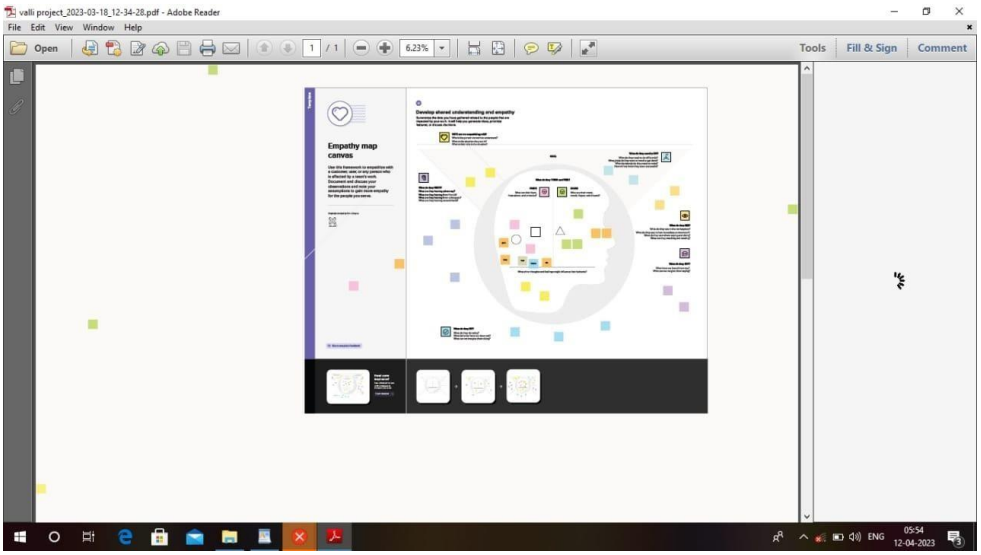
Retail management helps in saving time and ensures customer availability to locate effective management. They must keep a record of the entire buying and selling of products such as tracking cash flow and daily sales reports. It helps in maintaining the product's image and ensures the availability of goods.

1.2 PURPOSE:

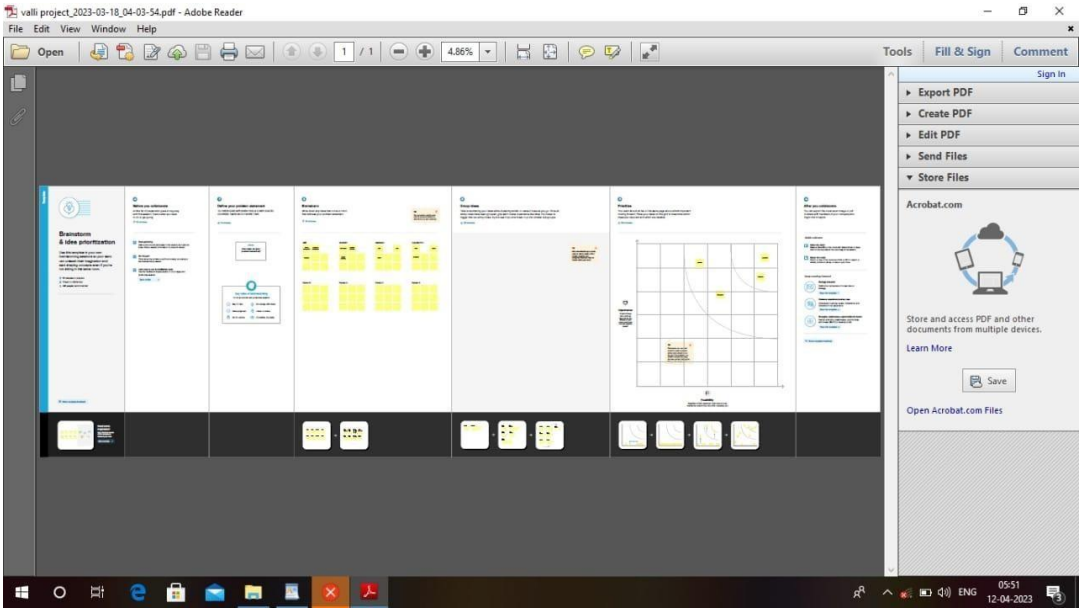
Retail Management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with the smile.

2. PROBLEM DEFINITION AND DESIGN THINKING:

2.1 EMPATHY MAP:



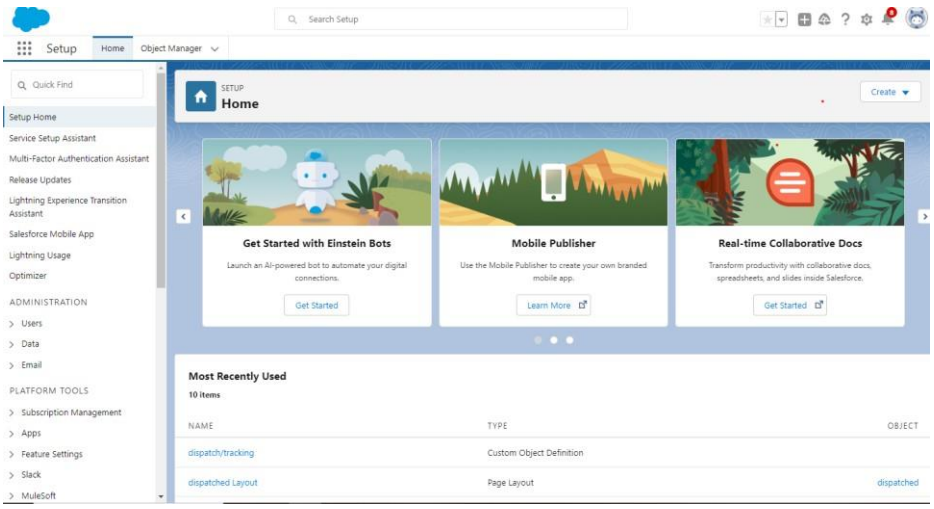
2.2 IDEATION AND BRAINSTORMING MAP:

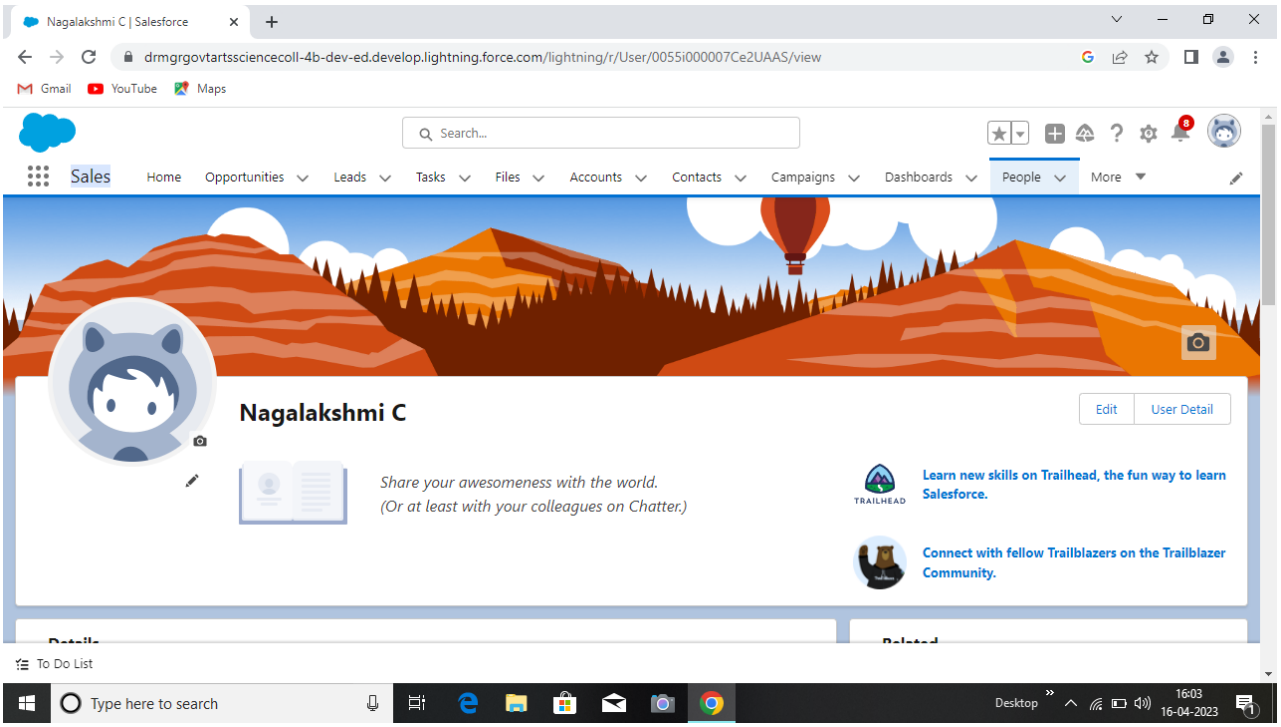


3. RESULT:

OBJECT	DESCRIPTION
Campaign	We do promotion using this object
Leads	We capture leads here
Accounts	We capture customer data
Contacts	Employee data of customer
Opportunities	SMB sales order data
Products	Here was store product detail i.e. electronic types
Warehouse	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
Cases	Historical problems of customers will be stored her
Accounts	We capture customers data

3.2 ACTIVITY AND SCREENSHOTS:

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(Or at least with your colleagues on Chatter.)
Learn new skills on Trailhead, the fun way to learn Salesforce.
Connect with fellow Trailblazers on the Trailblazer Community.
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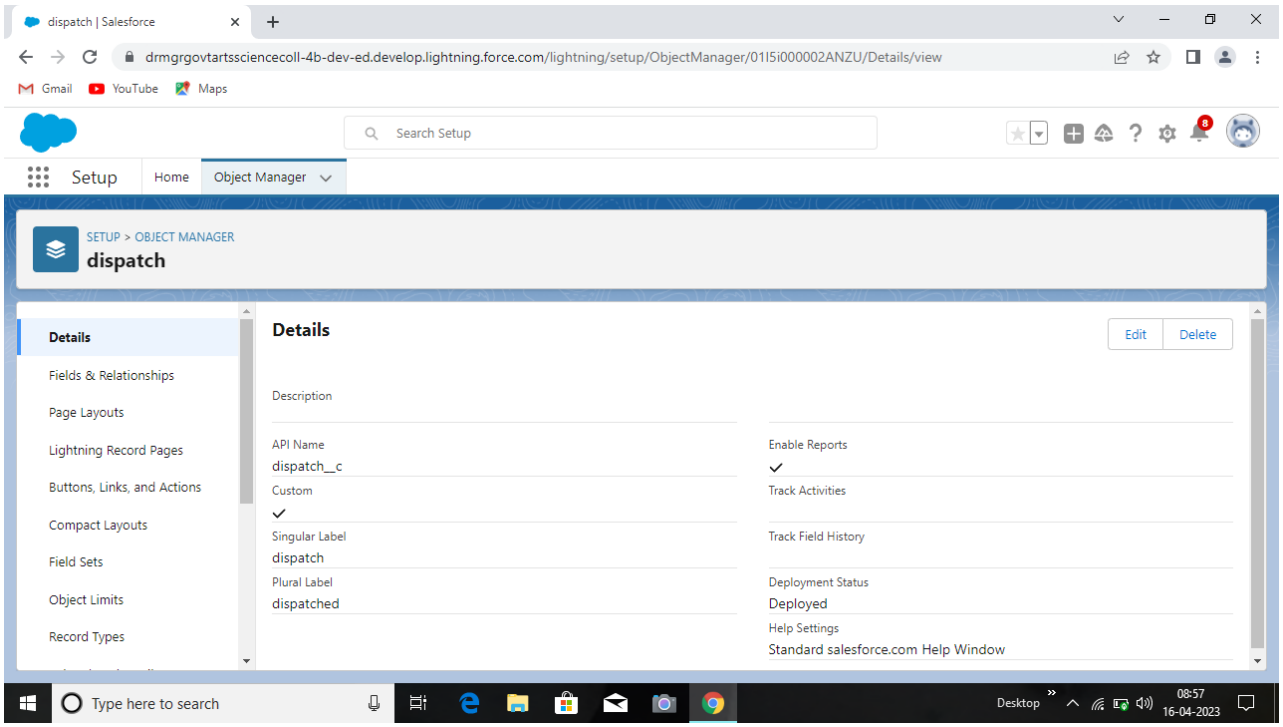
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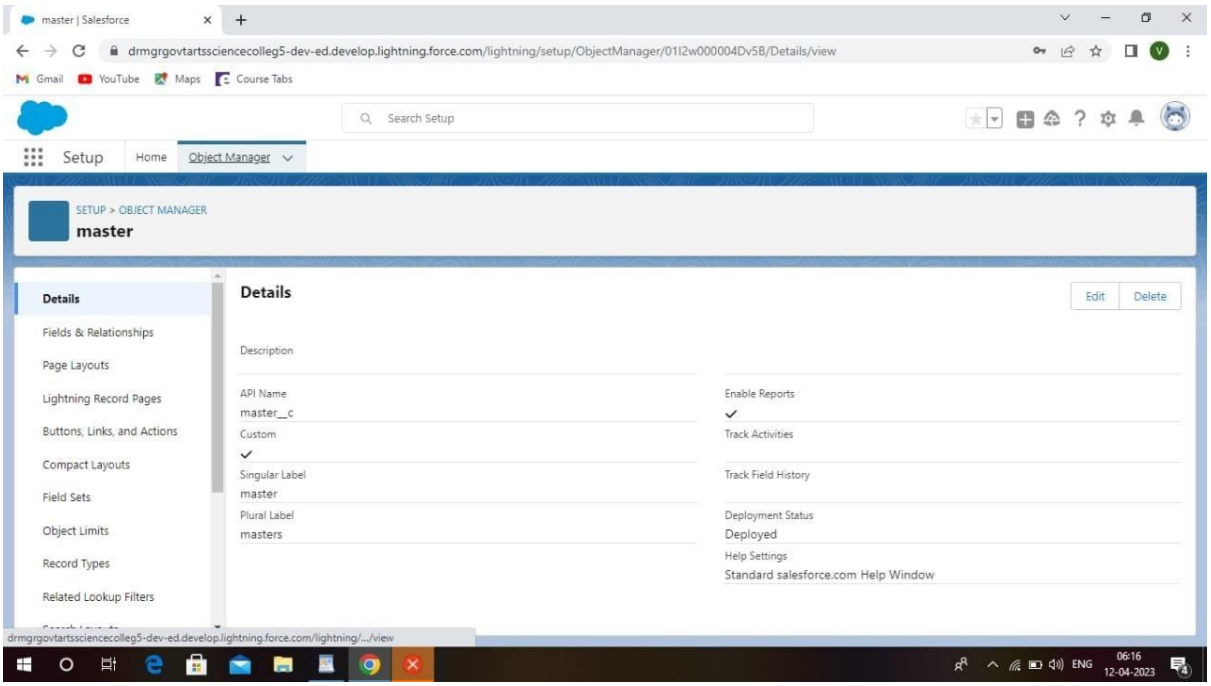
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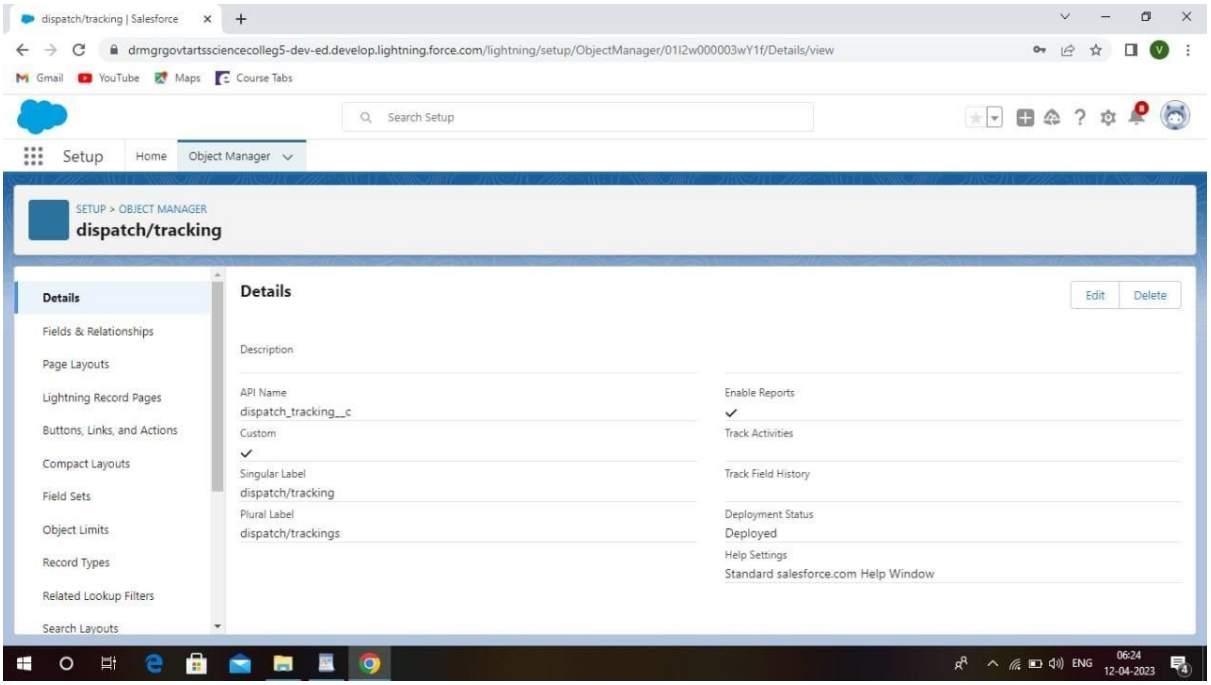
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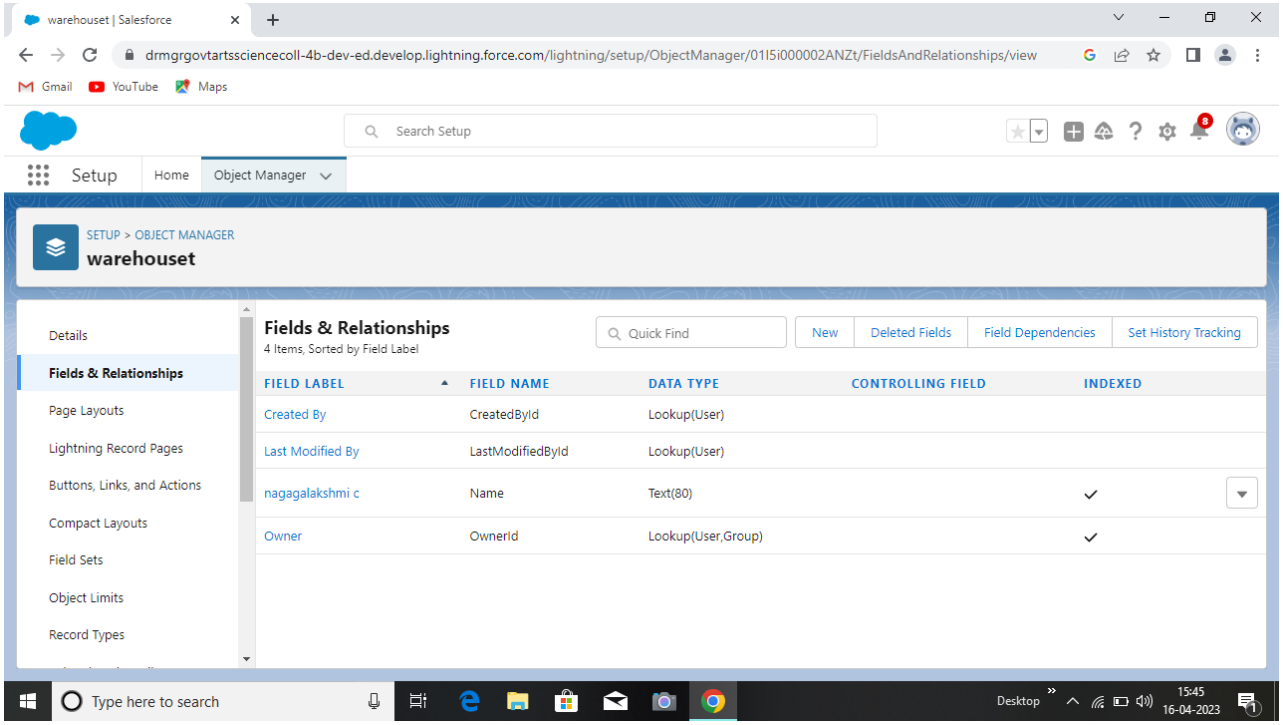
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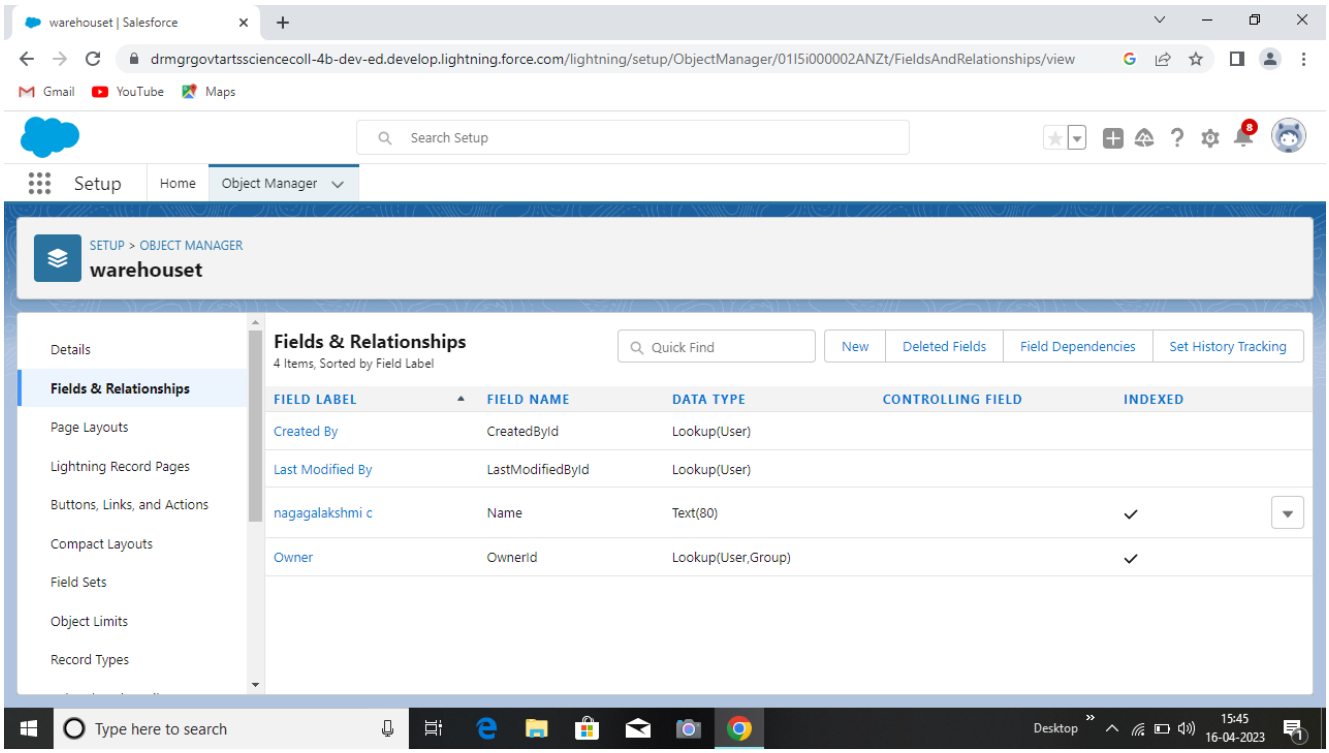
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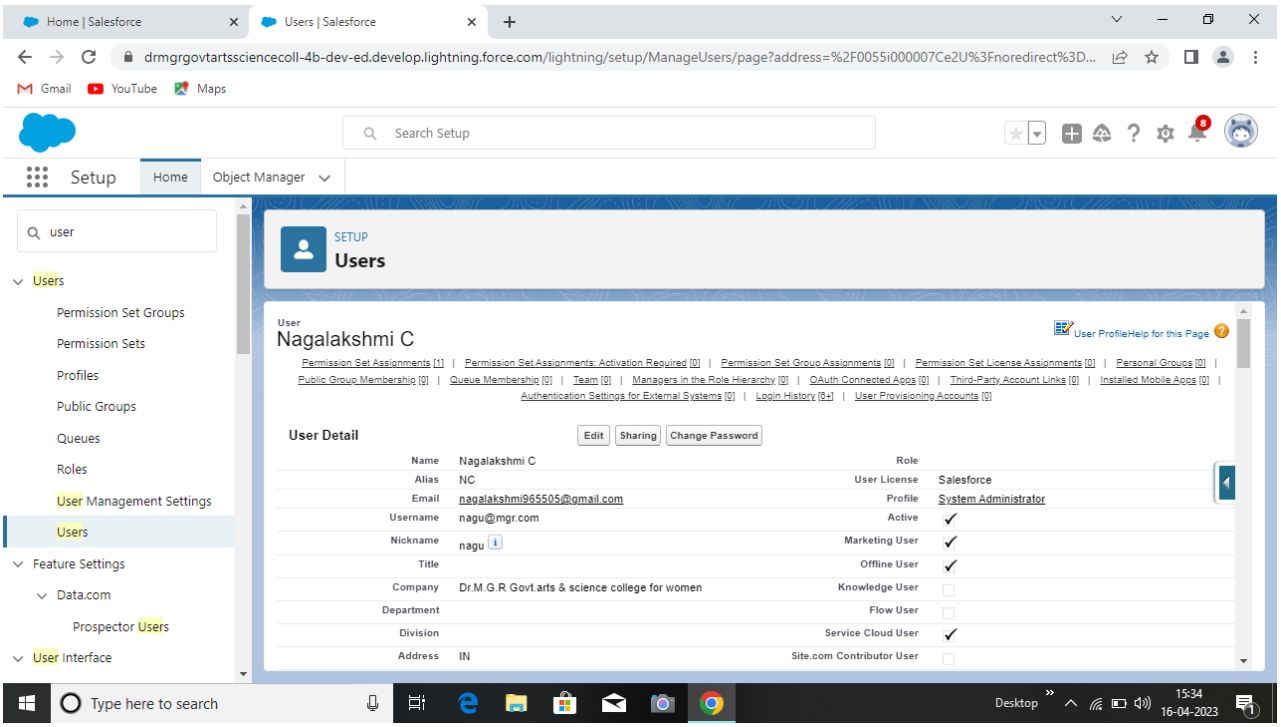
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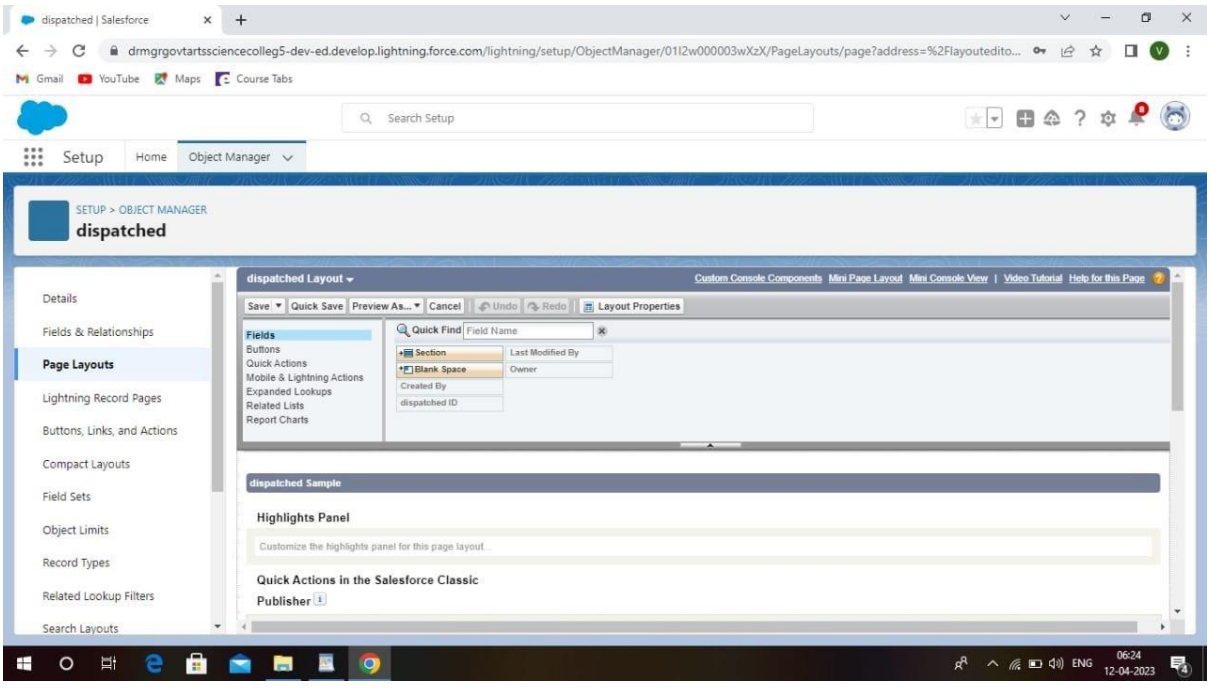
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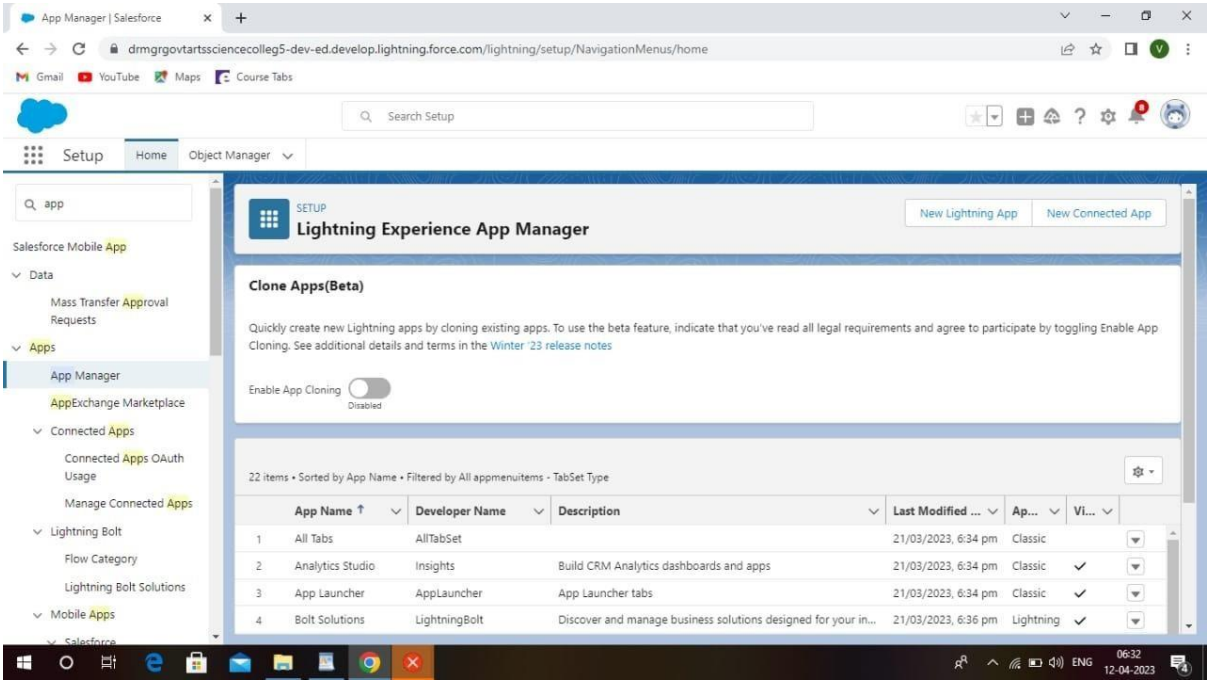

4. TRAIL HEAD PROFILE AND PUBLIC URL:

Team leader: https://trailblazer.me/id/nagalakshmi

Team member 1: https://trailblazer.me/id/n2002

Team member 2: https://trailblazer.me/id/nandv18

Team member 3: https://triailblazer.me/id/hemam61s

5. ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- Real-time visibility and reports are the real benefits of Retail Management Software.
- Helps to improve business process automation.
- Retail Management Software helps to manage inventory.

- Promotion and Loyalty offers.
- Streamlined point of the sale process.
- Better customer service.
- Efficient delivery mechanism.

DISADVANTAGES:

- Require more marketing costs.
- Good selling skills is required.
- High Competition.
- No benefit of bulk buying.
- Decrease production costs.

6. APPLICATION:

- RMS can help retailers streamline all the processes of running a store, from procurement of sales and back-office activities such as accounting and human resource.
- Accounting and Retail software development.
- Increasing the return on investment.
- E-commerce integration With Retail Software Development.

7. CONCLUSION:

The various processes which help the customers to procure the desired merchandise from the retail stores for their end use refer to retail management. 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.

8. 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.