# Project Case Study

A Car Manufacturing company produces and sells cars.
Every car post-manufacturing must undergo approval from the quality testing team. Pre-Launch and Post-launch marketing activities should be done while launching the car into the market. Car sales should be tracked and used for analytics and forecasting. Users will be Company Executives, Factory executives, Quality Analysts, Sales executives, digital marketers, car dealers, and customer service representatives.

Use Cases

1. App for handling all the Car related info should be accessible by all the users.
2. Company executives should have all access to Car records having the high-level details of the car that should be manufactured.
3. Factory Executives can only create Car Models for every car and update the details until it is in the manufactured stage.
4. Quality Analysts can only view the car models which are in the manufactured stage.
5. Quality analysts can change the stage to ready for launch after attaching the quality and safety check documents.
6. Digital Marketers cannot view car models that are in the manufacturing stage.
7. Digital Marketers only should have access to campaigns and they can start and run the campaigns.
8. Recently Launched Car models should be appearing on top of the list for Sales executives.
9. The car model record should have a special UI showing car-related information to be viewed by customers.

10.   Sales users only will create leads, accounts, and contacts for potential customers.

11. Customized UI should be used by the salespeople to customize the model and generate the final price in accordance with the customer requirements.

12. When the customer is ready to buy the car model, a car booking record will be automatically created, and the related car dealer based on the customer's geography will be assigned and notified.

13. After the payment, the car booking should be approved by the regional head to proceed for delivery.

14. At every stage of delivery of a booked car, email notifications will be sent to the customer, delivery team, regional head, and sales rep handling the booking.

15. Cases should be only created by customer service representatives under every car booking.
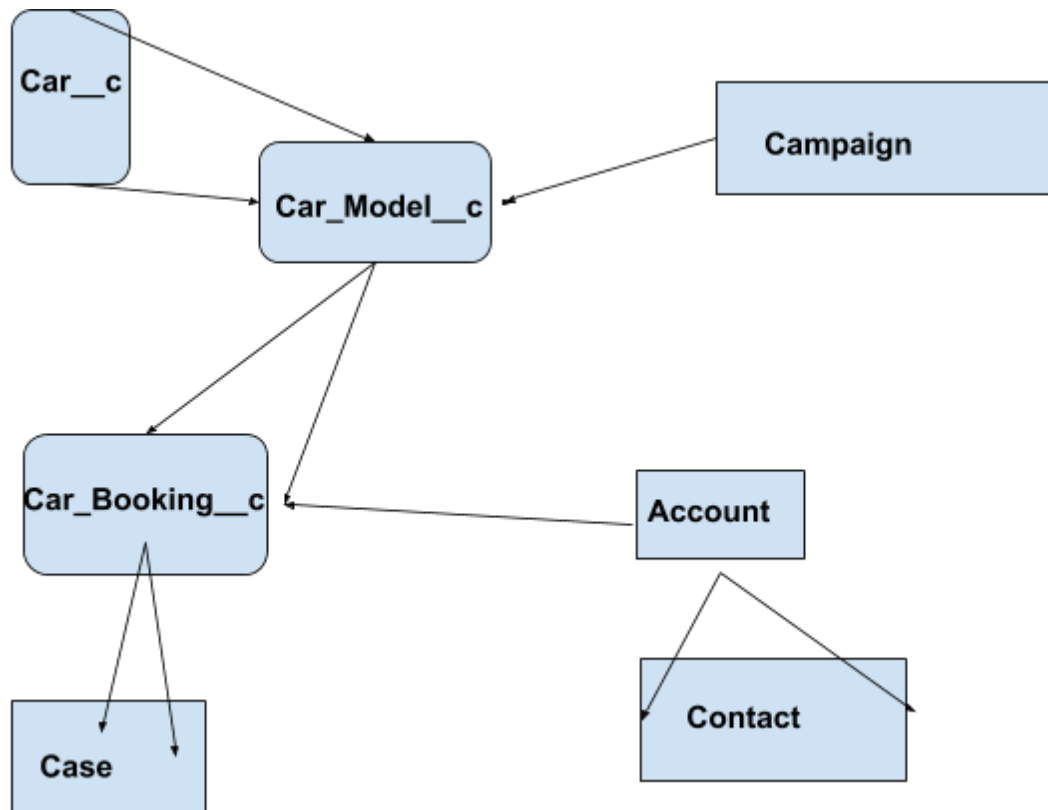
<u>Reports and Dashboards</u>

Car Sales sorted by model for current and previous financial years.

Top Brands sold for every country.

Sales vs Marketing expense time series plot.

The following are the technical features we used for implementing it.

<u>Clouds</u> - Sales, Service & Marketing

<u>Access</u> - Profiles & Permission Sets

<u>Standard Objects</u> - Lead, Account, Contract & Opportunity

<u>Custom Objects</u> - Car, Car Model, Car Booking

<u>Fields</u> - Rollups, Formulas, and Relationships

<u>Workflows</u> - Automate field updates and send emails

<u>Process Builder</u> - Send emails and update child records

<u>Lightning Experience</u> - App Pages & Record Pages

<u>Reports & Dashboard</u> - for tracking Sales revenue and marketing expenses

<u>Apex</u> - SOQL & DML

<u>Batch</u> - Mass update records

<u>Scheduler</u> - Schedule daily Emails

<u>VF</u> - User Interface for Manufacturing staff

<u>Aura</u> -User Interface for Sales & Marketing Staff

<u>LWC</u> - User Interface for buyers

<u>Integration</u> - To integrate with legacy systems and external systems