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Project Name:
A CRM APPLICATION FOR LAPTOP RENTALS

1. Introduction

The *Laptop Rental CRM Application* streamlines the process of managing laptop rentals organizations. This application provides an efficient way to track inventory, bookings, and customer interactions while generating valuable insights through reports.

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2. Features and Benefits

Features

- **Inventory Management**: Manage and monitor available laptops and configurations.

- **Customer Management**: Store customer details, rental history, and preferences.

- **Booking System**: Streamlined laptop booking process.

- **Reporting Tools**: Generate reports to track rentals, trends, and performance.

- **Notifications**: Automatic reminders for returns or overdue rentals.

Benefits

- Increased operational efficiency.

- Better customer service through centralized data.

- Improved decision-making with analytics and reporting.

- Simplified inventory and booking tracking.

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3. Features and Benefits

The application uses the following core objects:
Custom Objects

- **Laptop Bookings**

    o Fields: Booking ID, Laptop Brand, Processor, Booking Date, Customer Name.

- **Laptops**

    o Fields: Laptop ID, Brand, Model, Processor, Availability Status,.

- **Customers**

    o Fields: Customer ID, Name, Contact Details, Rental History.

Relationship

· **Laptop Bookings is related to both Customers and Laptops through lookup fields.**

4. Setting Up The application

Step 1: Login

- Log in to the CRM system with your provided credentials.

Step 2: Initial Data Setup

- Populate the *Laptops* object with your current inventory.

- Add customer records in the *Customers* object.

Step 3: Create Laptop Bookings

- Navigate to the **Laptop Bookings** tab.

- Click **New** and fill in details like:

    o Customer Name.

    o Laptop Brand and Processor.

    o Booking Date and Return Date.

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5. Features and Benefits

1.   **Booking Creation**

   o   A customer requests a laptop rental.

   o   Create a new record in the *Laptop Bookings* object.

2. **Inventory Update**

   o   The system automatically marks the selected laptop as "Unavailable."

3. **Return Process**

   o   Update the *Return Date* and set the status to "Completed."

4. **Reports Generation**

   o   Analyze booking trends, overdue rentals, and inventory performance.

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6. Reporting and Analytics

Standard Reports

·   **Rental Trends**: Track the number of rentals by brand or processor type.

·   **Inventory Status**: View available laptops vs. rented laptops.

·   **Customer Activity**: Monitor customer rental history.

Customizable Dashboards

·   Create dashboards to visualize performance metrics and rental KPIs.