# 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.**

**Project Purpose ➖**

**The primary purpose of this project is to develop a Customer Relationship Management CRM application using the Salesforce to Streamline and automate the processes involved in the rental for laptop . The application will help laptop businesses manages their customer interaction , inventory , rental , , integrated platform that enhance customer service , drives , sales and simplifies business operations .**

# 2. Features and Benefits

Features

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

* Maintain a catalog of available laptops
* Include details such as :

Laptop Name: Acer , HP , Dell , Mac

Core Type : Core i3 , Core i5, Core i7 , Core i9 , M1, M2

Rental Price : Cost per unit of duration.

· **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.

* Generate Report on sales Trend customer usages and revenue.
* Display available laptop real time.

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

* Send automated welcome emails to new customers .
* Send email about the product that he purchased .
* Send a Total sell report on a daily basis after subscribing the report.

# Benefits

· Increased operational efficiency.

· Better customer service through centralized data.

· Improved decision-making with analytics and reporting.

· Simplified inventory and booking tracking.

# 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 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.

# 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. Reports Generation

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

# 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.

