Project Report Template

TITLE: **RETAIL MANAGEMENT APLLICATION USING SALESFORCE**

1. INTRODUCTION

1.1.Overview

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 a smile.

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 a smile. They also are responsible for:

- Motivating Employees
- Developing startegics to increase the customer pool
- Growing store traffic
- Meeting sales goals
- Ensuring customer satisfaction
- Improving profitability
- Preventing shoplifting

1.2.Purpose:

Retail management optimizes internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources.

Retail management improves overall company cohesion. Retail store management improves customer experience and boosts customer satisfaction.

2.Problem Definition & Design Thinking

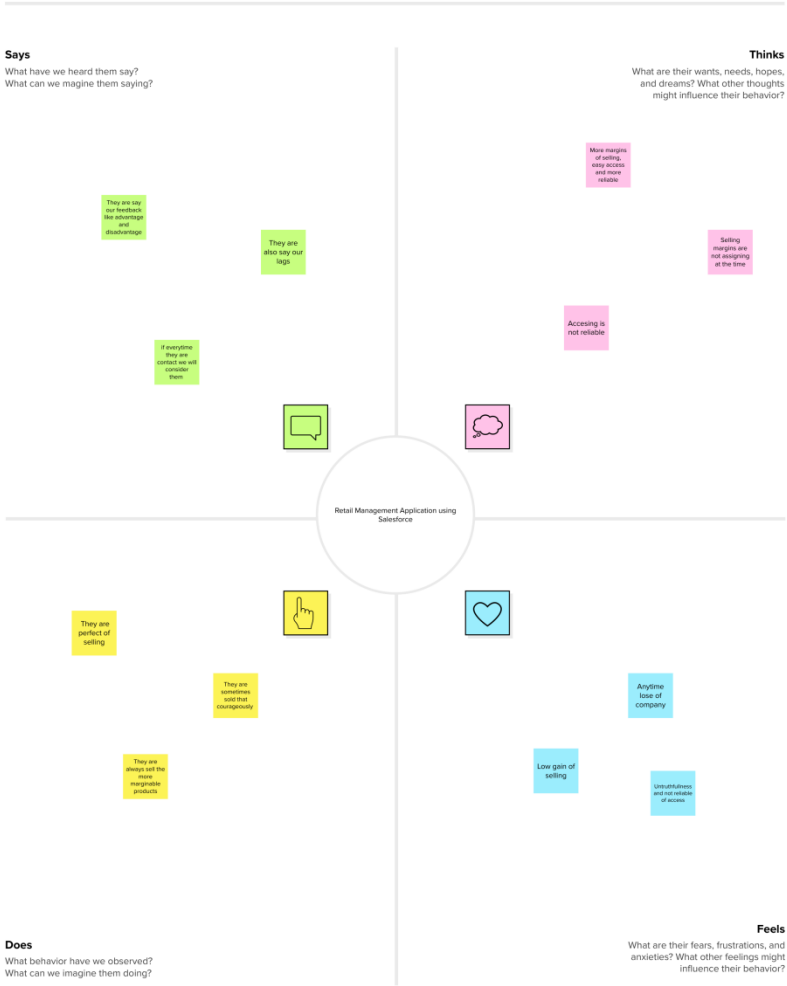## 2.1 Empathy Map

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

They are say our feedback like advantage and disadvantage

They are also say our lags

If everytime they are contact we will consider them

More margins of selling, easy access and more reliable

Selling margins are not assigning at the time

Accesing is not reliable

Retail Management Application using Salesforce

They are perfect of selling

They are sometimes sold that courageously

They are always sell the more marginable products

Anytime lose of company

Low gain of selling

Untruthfulness and not reliable of access

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

2.2 Ideation & Brainstorming Map
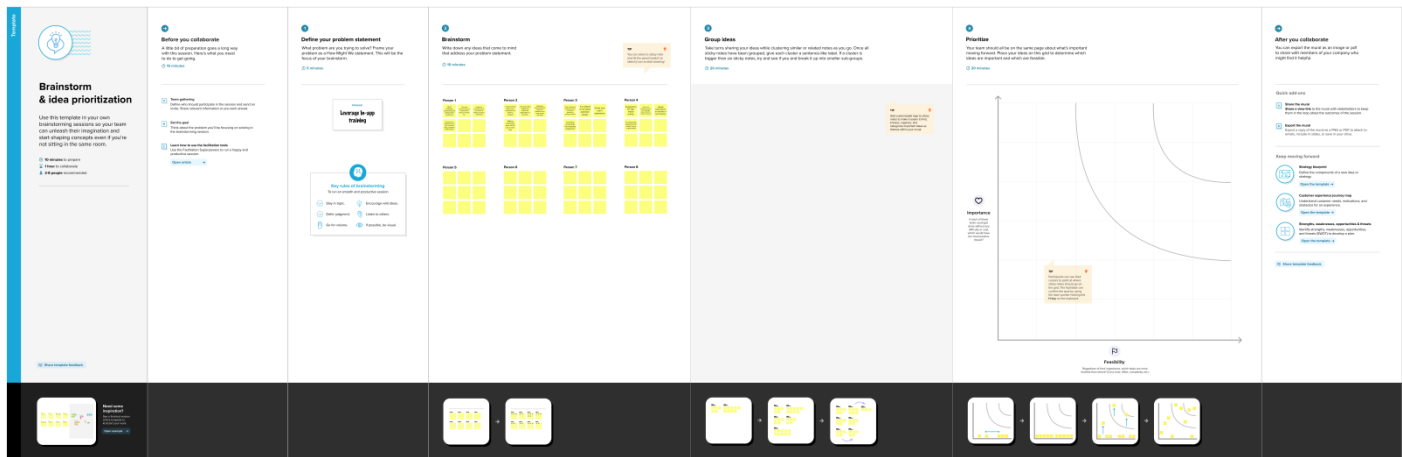
3. RESULT

3.1 Data Model:

Object Name	Field in the Object	
Warehouset	Field Label	Data Type
	Warehouset Name	Text(80)
Contact	Field Label	Data Type
	Contact Name	Text(80)
Lead	Field Label	Data Type
	Lead Name	Text(80)

Display/Tracking	Field Label	Data Type
	Disapatched	Checkbox
	Expexted date of delivery	Date
	Retail	Master detail
	Tracking ID	Text(80)

Retail	Field Label	Data Type
	Retail Name	Text(80)

3.2 Activity & Screenshot :

Object Creation :

1.Warehouset

2.Contact

3.Display/tracking

4.Lead

5.RETAIL

TABS :

USERS :

Application :

Validation Rule :

Reports :

Dashboards :

4. Trailhead Profile Public URL :

Team Lead – YUVARAJ P - https://trailblazer.me/id/pyuvaraj113

 Team Member 1 – RAGAVAN S- https://trailblazer.me/id/ralex122

Team Member 2 – BHARATHI P- https://trailblazer.me/id/hgahlot3

Team Member3 – ABINESH M - https://trailblazer.me/id/mabinesh123

5. ADVANTAGES & DISADVANTAGE :

Advantages:

Optimises all store processes:

A company can increase the efficiency of each process and better ensure a high-quality standard for employees.

As a result, executives may accomplish their goals at faster rates.

Disadvantages:

- Difficult to Sell To
- Lower Profit Margin
- Impersonal
- Competition

6. APPLICATIONS:

IT helps to store customer data, which the retailer can then use to reach out to customers.

7. CONCLUSION:

we have explored the meaning of the terms retailing, marketing and marketing communications.

8. FUTURE SCOPES:

The future of retail will feature **a high level of online penetration.**