

# RETAIL MANAGEMENT APPLICATION USING SALESFORCE

## 1.INTRODUCTION

### 1.1 Overview

Salesforce can be used to manage orders from retail stores and distributors, including tracking orders processing payments and managing inventory levels.

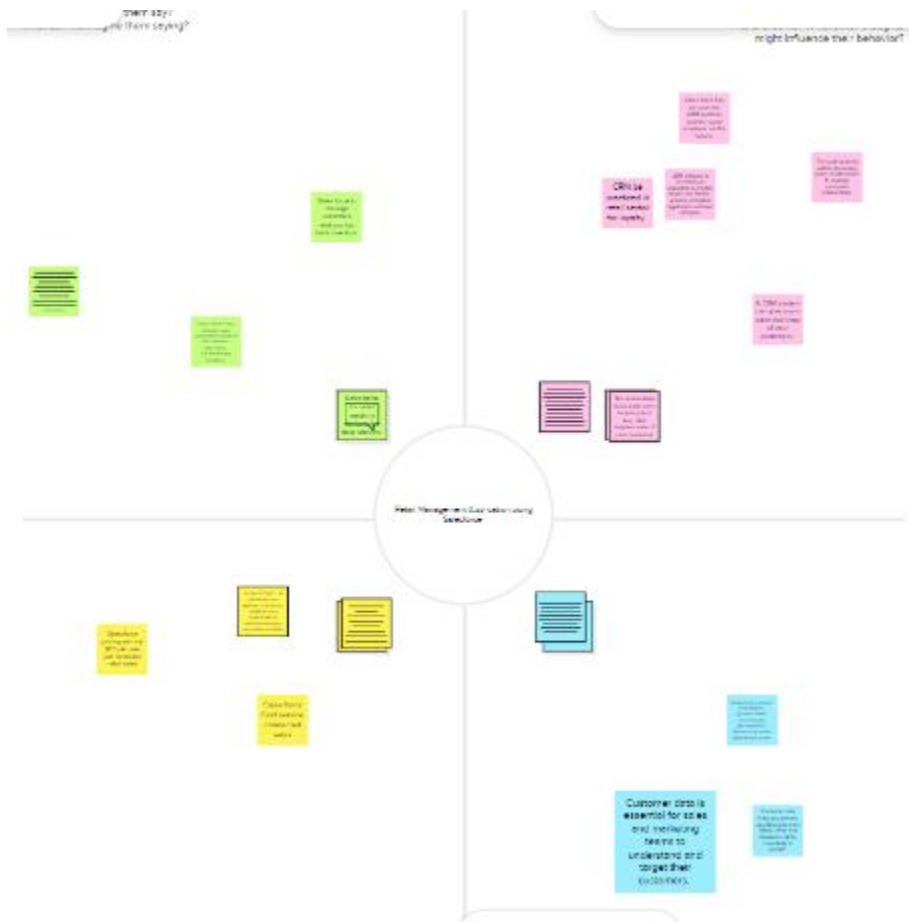
This can help fields sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels.

### 1.2 Purpose

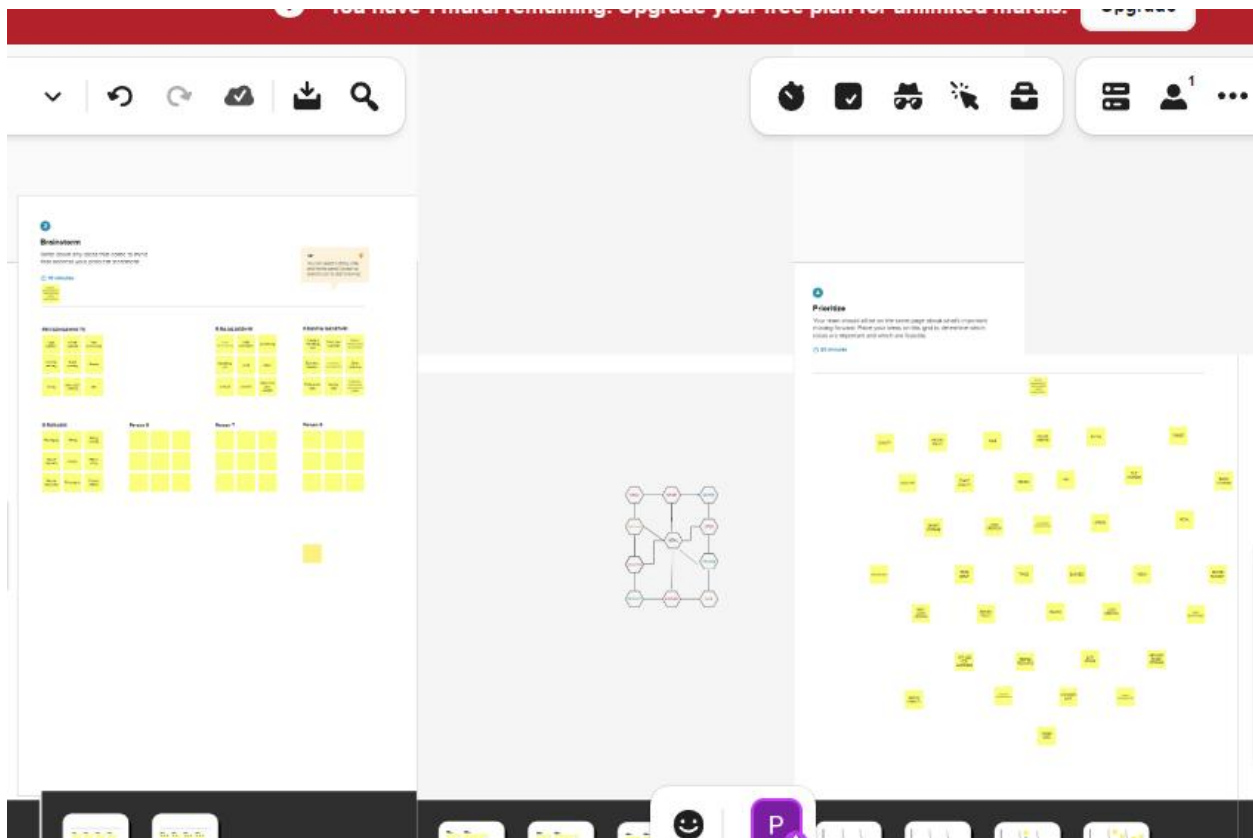
- 1 Tracking orders
- 2 Processing payments
- 3 Management inventory levels
- 4 Help your marketing
- 5 Warehouse operations
- 6 Employee management
- 7 Inventory management
- 8 Store layout design planning
- 9 Setting sales goals
- 10 Data management

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map



## 2.2 BRAINSTORM & IDEA PRIORITIZATION

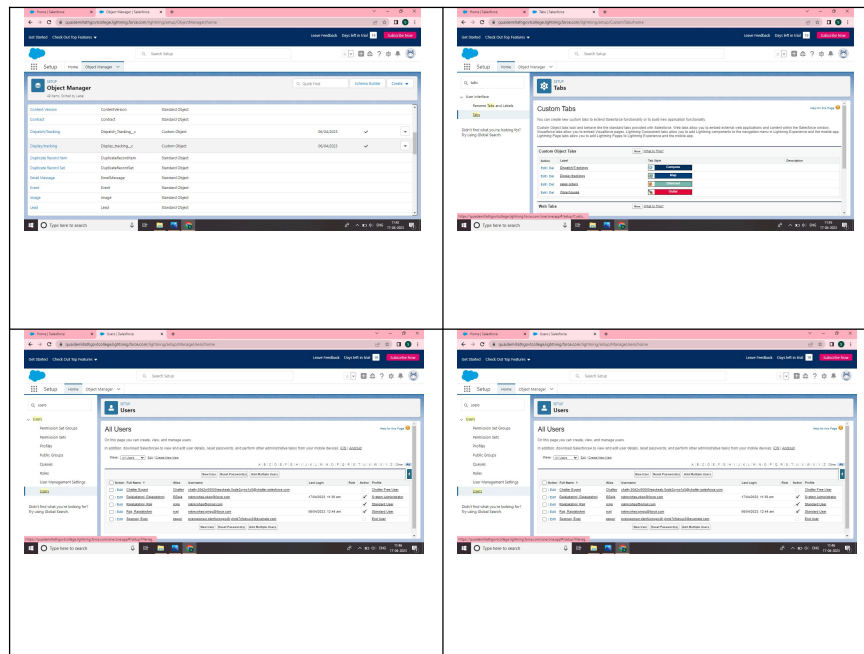


# 3. RESULT

## 3.1 DATA MODEL

OBJECT NAME	FIELDS IN THE OBJECT	
Obj 1	FIELD LABEL	DATA TYPE
	Dispatched	Checkbox
	Sales order	Master-Detail
Obj 2	FIELD LABEL	DATA TYPE
	Account Name	Lookup
	Assistant	Text(40)

## 3.2 Activity & Screenshot



## 4. TRAILHEAD PROFILE PUBLIC URL

Team lead - <https://trailblazer.me/id/ram19>

Team Member 1- <https://trailblazer.me/id/pthavasamy>

Team Member 2- <https://trailblazer.me/id/selvr10>

Team Member 3- <https://trailblazer.me/id/ranig9>

## 5. ADVANTAGES & DISADVANTAGES

### ADVANTAGES

In retail selling, **customer's empathy benefits both a buyer and a seller**. Retail outlets provide a platform where a customer can see what they are buying as opposed to online stores. The customer gets instant satisfaction and the customer move off with their purchases immediately.

### DISADVANTAGES

Definitely not the cheapest **CRM** solution on the market, especially, considering the fact that Salesforce subscription should be paid upfront for a year. Numerous related and hidden fees for third-party tool integration, customization.

## 6. APPLICATIONS

Salesforce is the **world's #1 customer relationship management (CRM) platform**. We help your marketing, sales, commerce, service and IT teams work as one from anywhere – so you can keep your customers happy everywhere.

Salesforce applications are of two types; one is the **custom app and the other is the Service Cloud Console**.

## 7. CONCLUSION

In conclusion, Salesforce is a powerful platform that can help retailers meet the demands of the rapidly changing retail landscape. With its advanced customer engagement, data, management, inventory management, experience and collaboration capabilities, Salesforce is a must have for any retail business looking to stay ahead of the competition.

## 8. FUTURE SCOPE

**Supervisory, client communication, merchandise shipment, sales, management, and administrative services** are all options for candidates with a retail management background. More than 2 million jobs are available in retail management around the world.

