RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1 INTRODUCTION

1.1 overview:

Retail management refers to the process of helping customers including tracking orders, processing payments, and Salesforce is the ultimate sales automation platform for retailers. Retailers can use Salesforce to manage customer relationships, track inventory, and automated sales processes. The small business we'll be discussing uses Salesforce to manage customer relationships, track inventory, and automate sales processes. Managing inventory levels. This can help field sales teams ensure that orders are fulfilled quickly and accurately and that find products in your store. It includes everything from increasing your customer pool to how products d how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

Salesforce can be used to manage orders from retail stores and distributors, inventory levels are maintained.

Retailing, the selling of merchandise and certain services to consumers. It ordinarily involves the selling of individual units or small lots to large numbers of customers by a business set up for that specific purpose.

Emphasize the name and address of the business. Tell the reader how it started and what products or services it offers. Stress the benefits of using the products or services. If there is an opening event, invite the recipient to attend.

Retail management is the process of promoting sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by the company. Retail managers are responsible for every aspect of day-to-day supervision of retail outlets, including sales, staff, stock resource management.

Retail management skills are the abilities that help managers sell products to consumers, oversee a sales team and work in an environment based on customer service. Retail managers typically guide, train and support team members while liaising between store administration and team members

Salesforce Consumer Goods Cloud helps to optimize store visits, create collaborative

relationships across the entire value chain and accelerate in-store productivity. Moreover, it will take you a step ahead of your competitors by leveraging artificial intelligence to improve audit accuracy and skyrocket your business growth.

1.2 purpose:

Salesforce can be used to manage orders from retail stores and distributors, including tracking orders, processing payments, and managing inventory levels. This can help field sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels.
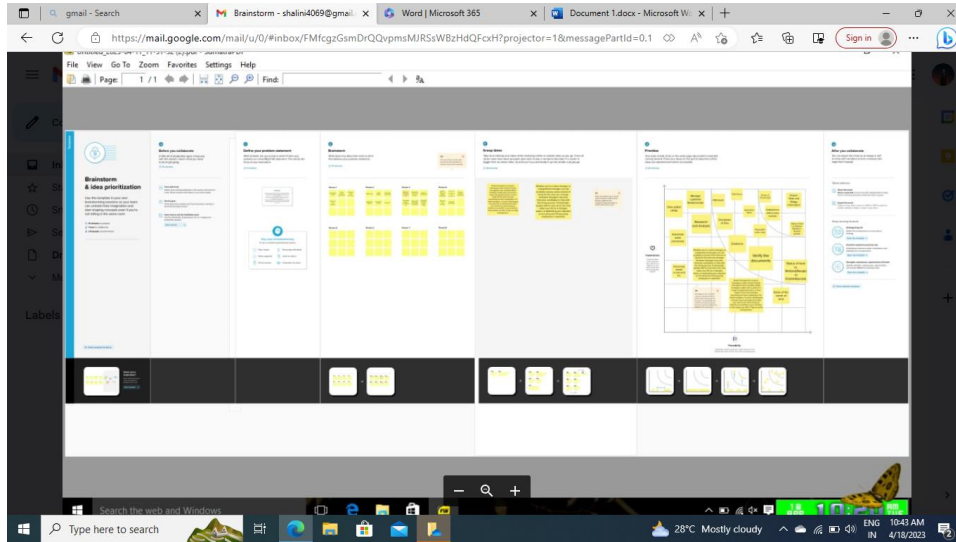
A retail management system (RMS) is a platform that combines several modules to aid in the day-to-day operation of a retail store or chain, such as managing and buying inventory, checking out customers, scheduling employee shifts, keeping track of finances,

2 PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map
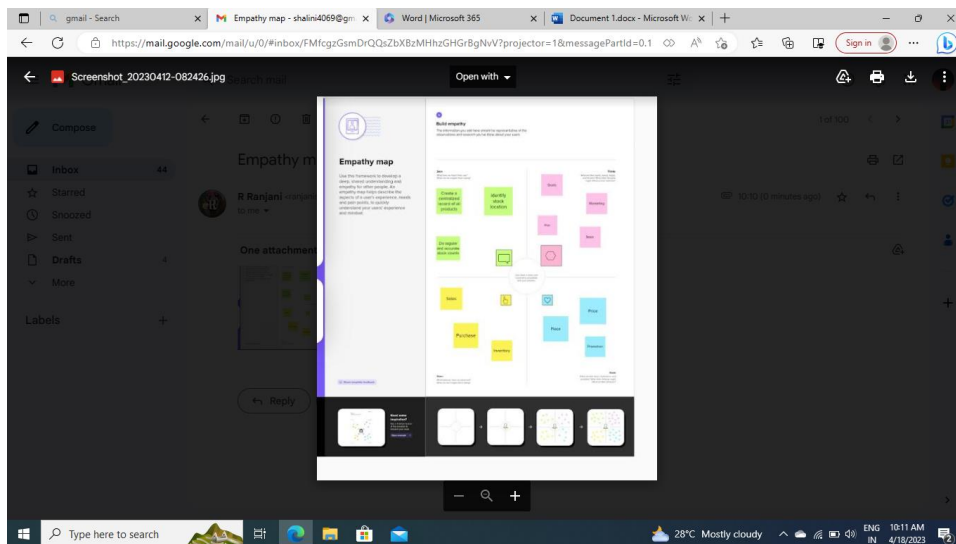
## 2.2 Ideation & Brainstorming map

3 RESULTS

3.1 Data Model:

Object Name	Field in the Object	
Display/Tracking	Field Label	Data Type
	Created by	Lookup(user)
	Name	Text (80)
	dispatched	Checkbox
	Last modified by	Lookup(user)
	Owner	Lookup (user, group)
Warehouse	Field Lable	Data Type
	Created by	Lookup(user)
	Last modified by	Lookup(user)
	Owner	Lookup (user, group)
	Warehouse Name	Text (80)
Account		
	Field Lable	Data Type
	Account name	Text (80)
	Created by	Lookup(user)
	Last modified by	Lookup(user)
	Warehouse Name	Text (80)
Accounts		
	Field Lable	Data Type

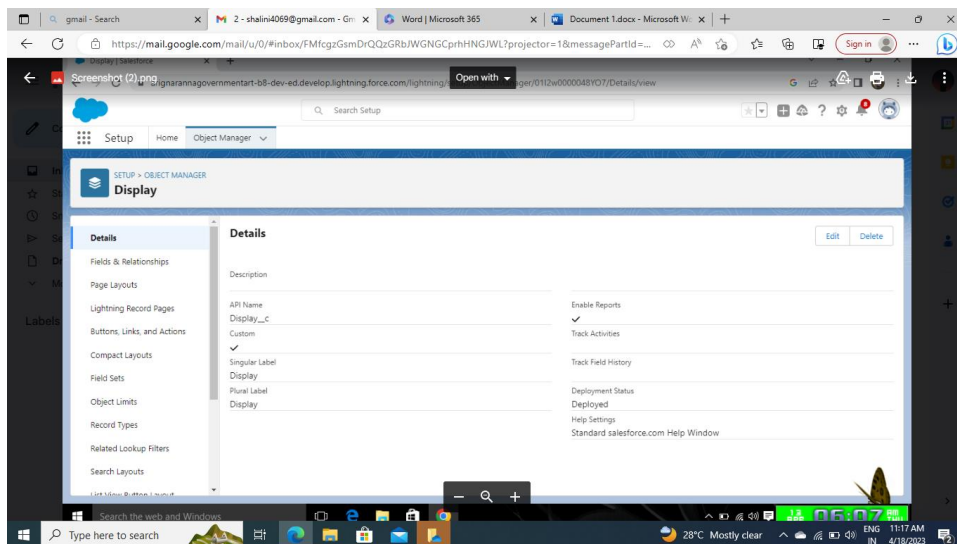|		Account name	Text (80)
		Created by	Lookup(user)
		Last modified by	Lookup(user)
		Owner Text	Lookup (user, group)

3.2 Activity and Screenshot

Milestone 1: Creating developer org.

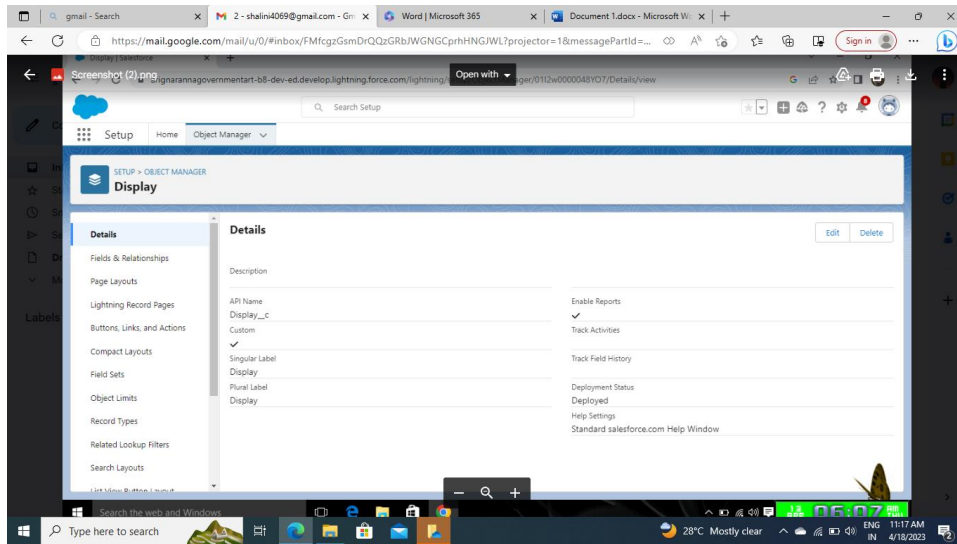Activity 1: Creating Developer Account
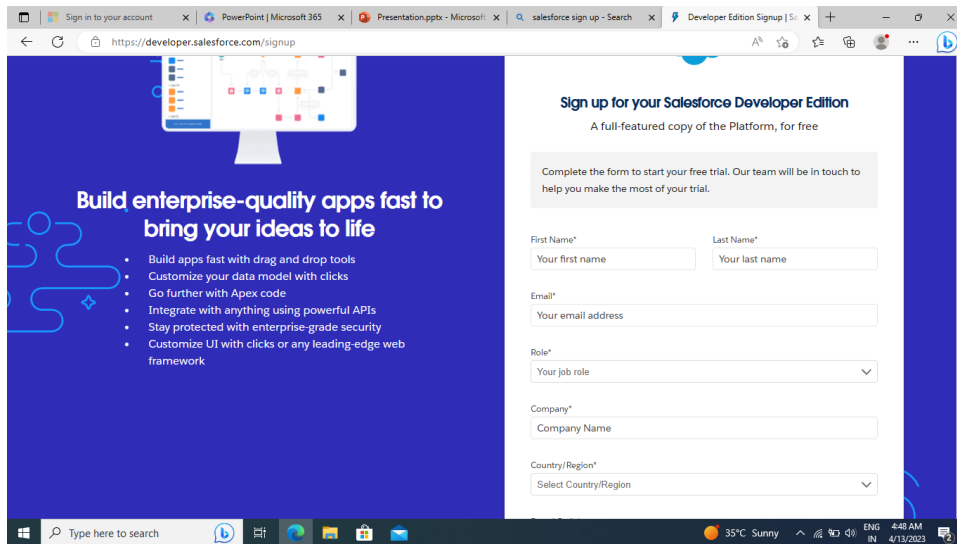
Milestone 2: Objects

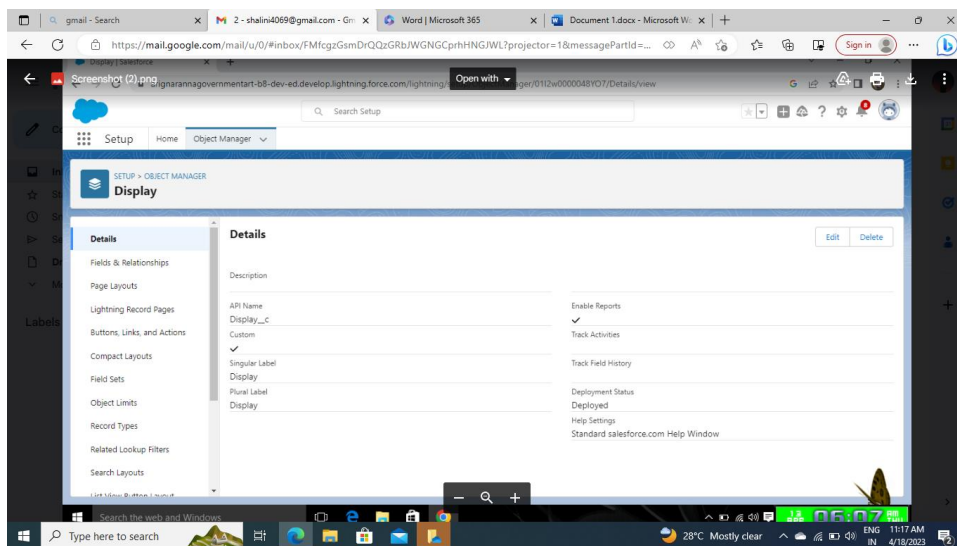Activity 1: Creation of objects Dispatch/Tracking

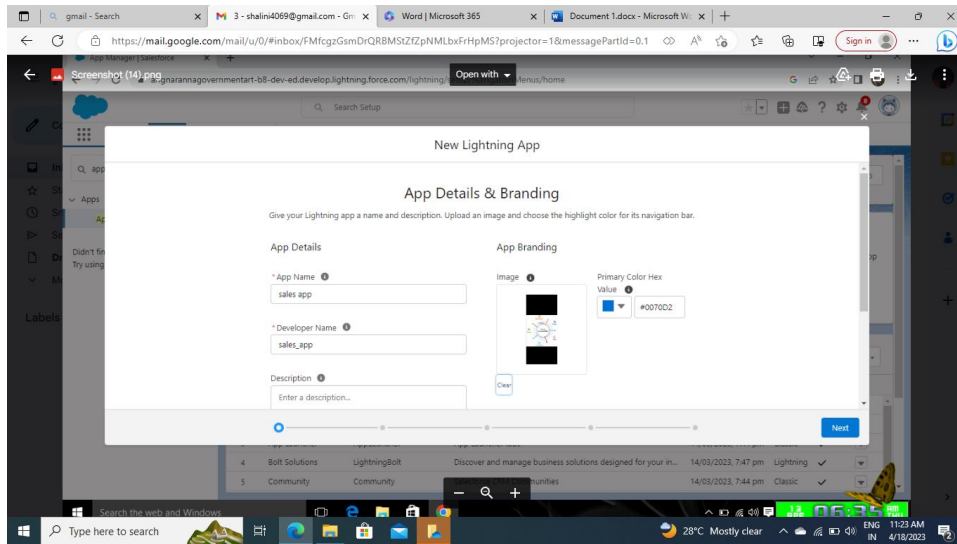Activity 2: Fields available on Dispatch/Tracking

Milestone 3: Relation between objects

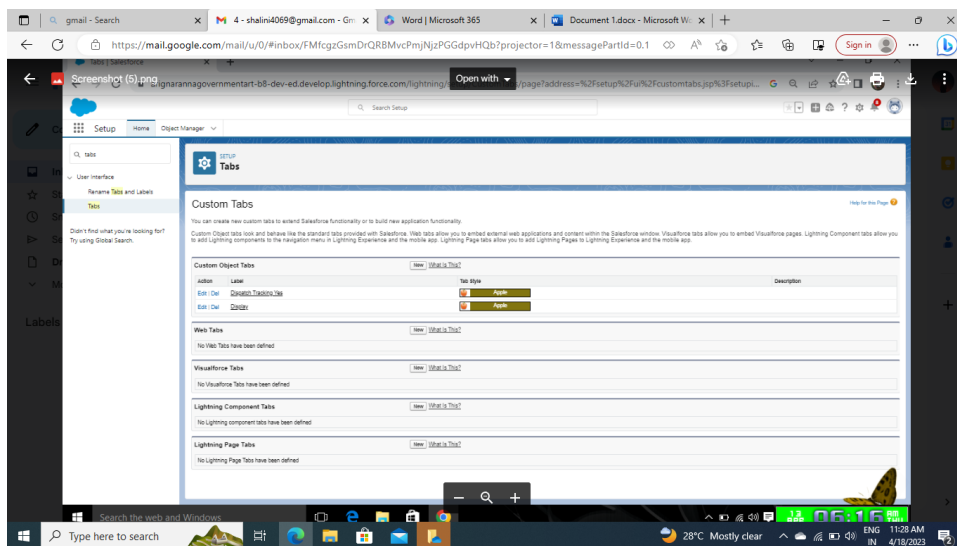Activity 1: Creation of relationship between objects

Milestone 4: Application

Activity 1: Creation of application
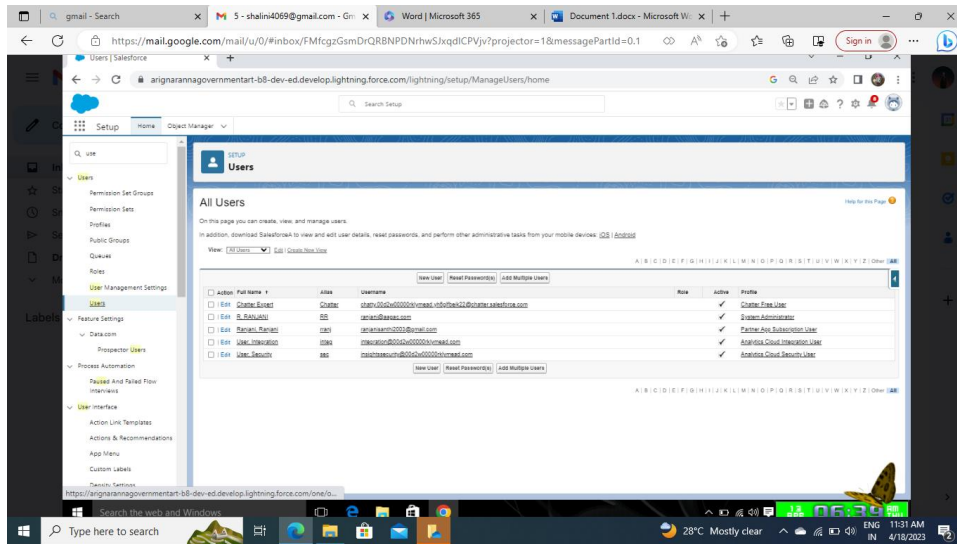
Milestone 5: Layouts

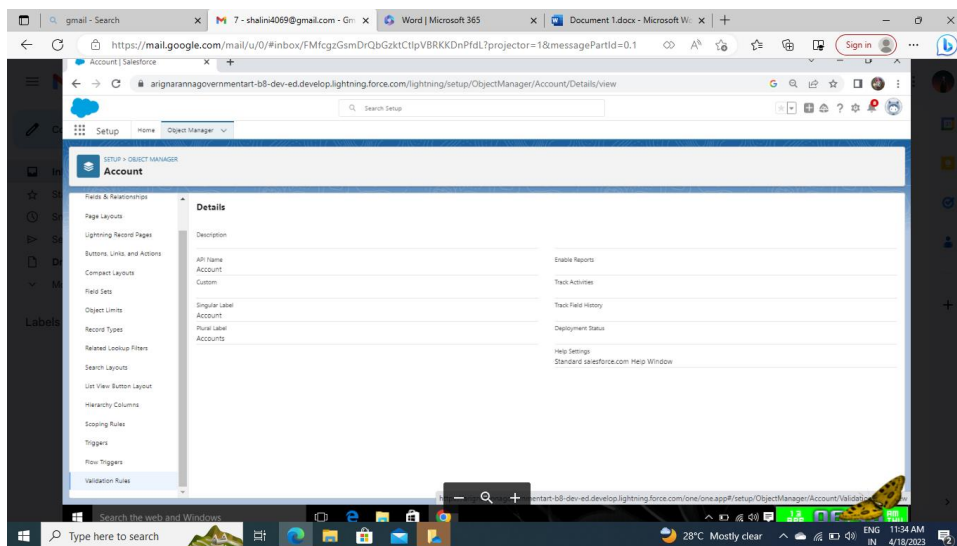### Activity 1: Creation of custom Tabs

Milestone 6: Users

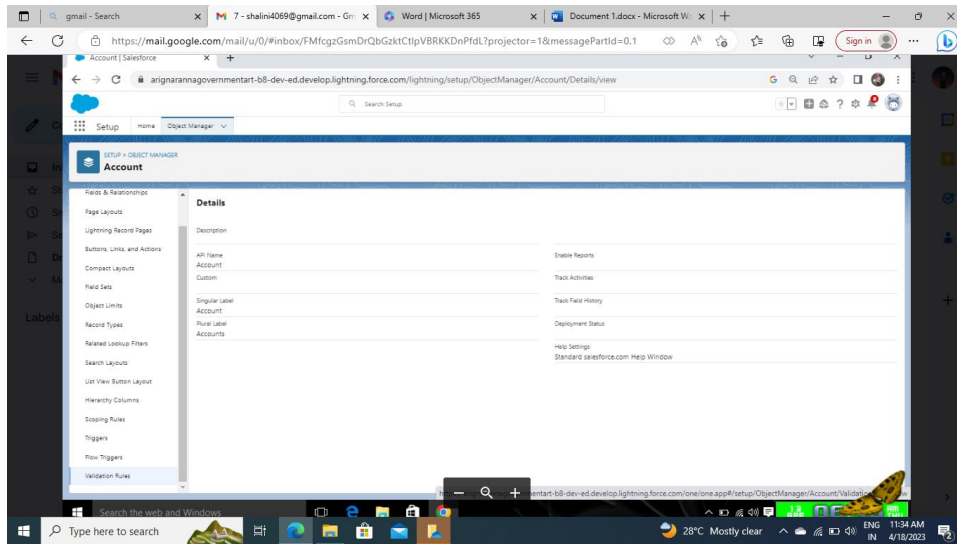### Activity 1: Creation of users

Milestone 7: Validation rules

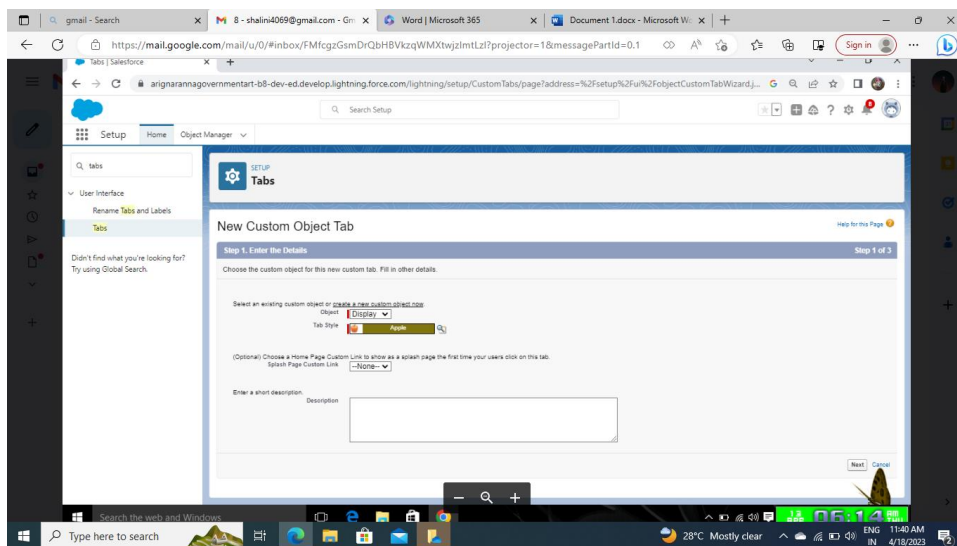Activity 1: Creation of validation rules
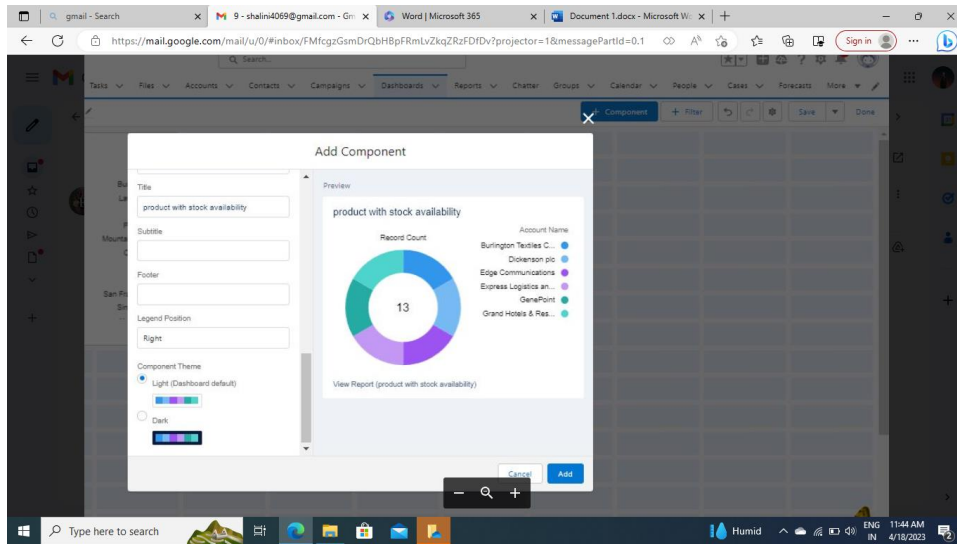

Activity 2: Cross object Formula

Milestone 7: Reports

Activity 1: Creation of report

Milestone 8: Dashboards

Activity: Creation of Dashboards

4 TRAILHEAD PROFILE PUBLICURL

Team Leader- https://trailblazer.me/id/sabaa15

Team member 1 – https://trailblazer.me/id/saras334

Team member 2 – https://traiblazer.me/id/rranjani2

Team member 3—https://trailblazer.me/id/piriyadharshini2002

5 ADAVANTAGES AND DISADVANTAGES

List of Advantages

1. Customer satisfaction

The biggest advantage of retail management is customer satisfaction. Efficacious planning and management prevents the situation where the customers need to be kept waiting. Even if there are a lot of people in the store, as in the case of festivities, managing the orders is the key to success. It is the task of the retail manager to ensure that the customer executives assist the customers and attend to everyone properly.

2. Hassle-free shopping

It helps the customers to find all the products easily in the store. All the products are arranged properly by categorizing them according to their price, quantity, brand, etc, so the customers can easily find the desired products in no time. The retailers won't even need to get up and fetch the products for their customers. Just the way a customer feels satisfied after a good shopping

experience, it also helps in saving the retailer's time.

3. Prevents unnecessary chaos and shoplifting activities

Proper Retail Management prevents a lot of unnecessary crowding and chaos in the shop. The customers enter, pick up their favorite products, pay the bills and leave with a smile. That's an example of effective retail management. This kind of management also keeps a check on the Shoplifters.

List of Disadvantages

1. High Marketing Cost

Retailers should make investment in decoration of shop and display of goods to attract more customers. So, it requires more marketing or advertising cost than wholesalers.

2. Selling Skill Required

It requires good selling skills to attract customers. Retailers should possess the art of good communication and convincing power to influence consumers.

3. Very High Competition

Another disadvantage of retailing is that there is tough competition in the market because several Retailers sell similar types of products. So, it is difficult to remain in the competitive Environment.

4. No Economies of Buying

Retailers buy a small volume of products from wholesalers. So, they miss the opportunity to enjoy the benefit of economies of buying.

6 APPLICATIONS

he terms "retail", it refers to the sale of items to the general population in modest amounts for usage or consumption. The curriculum of Retail Management at Acharya Nagarjuna University is designed to provide broad knowledge covering sales and promotional techniques, planning, product and brand management, and international retailing. Because this profession will always

have openings in the ever-changing business world, here are the top five advantages of pursuing an online degree in retail management.

Enhanced Sales Competence

To satisfy the sales expertise needed in the fast-paced industries, the curriculum of retail management diploma program will educate aspirants on how to connect with customers, sell products, and build consumer loyalty. These are talents that can be applied in a variety of different domains of work.

Develop Leadership Skills

To ensure that aspirants have a firm grasp on management, administration, and leadership abilities, the tailored retail management studies cover topics such as sales and promotional techniques, international retailing, and planning. Such skills are welcomed in every prospective job industry and are highly beneficial for career advancement.

Improve Analytical Abilities

Gain professional characteristics that include the capacity to think critically, evaluate facts, make tough decisions and solve complicated situations. At Acharya Nagarjuna University, besides retail process management studies, gain such crucial skill sets that entail drawing in additional knowledge and cognitively processing it in a relevant manner.

Learn To Comprehend

Every aspect of our lives requires comprehension. Industries highly value employees who know how to comprehend with the consumer to deliver the exact product and communicate to convince and represent a brand's value. An individual who knows to comprehend would never fail to negotiate even when it comes to their career growth.

7 CONCLUSIONS

In this course we have explored the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with them target customers.

You have been introduced to a few theoretical concepts and ideas, which have been illustrated using real world examples and cases in retailing.

You have been introduced to some of the key areas of marketing communications – the message, the media and communication tools.

You have considered the basics of the communication model that underpins the development of marketing communication messages. You have also explored what it takes to develop a communication message, how to use communications to build a brand and the characteristics of the different media that might carry marketing communications.

In addition, you have identified a range of communication tools which make up the marketing communication mix.

The course has also aimed to introduce the importance of marketing and communication from a retail perspective.

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 worlds