

Salesforce Project Report - Phase 1

Phase 1: Problem Understanding & Industry Analysis

In Phase 1, the project focused on understanding the business requirements and industry context.

Key activities included:

- **Requirement Gathering:** Identified the need for a Salesforce CRM to manage real estate leads and properties.
- **Stakeholder Analysis:** Sales agents, property managers, and prospective buyers were considered as the main stakeholders.
- **Business Process Mapping:** Documented the existing process of handling inquiries, property visits, and deal closures.
- **Industry-specific Use Case Analysis:** Focused on real estate operations where agents manage leads and schedule property visits.
- **AppExchange Exploration:** Reviewed available Salesforce apps for potential integration.

This phase established the foundation for Salesforce CRM implementation, ensuring the system aligns with real estate business needs.

