Project Title: **Cosmetics Store Management**

1. Project Overview

1.1 Introduction

The **Cosmetics Store Management** system, built on the Salesforce platform, offers a comprehensive solution for cosmetics retailers to manage their operations efficiently and effectively. Leveraging the powerful CRM capabilities of Salesforce, the system helps enhance customer engagement, streamline sales and inventory management, and ultimately drive business growth.

1.2 Objectives

- **Improve Operational Efficiency**: Simplify store operations by managing customer records, inventory, and sales processes in one integrated platform.
- **Enhance Customer Engagement**: Empower sales teams with a 360-degree view of customer preferences and history to foster stronger relationships.
- **Scalability**: Ensure the system can scale with the growing needs of the business, accommodating new stores, consultants, and retailers.

2. Salesforce Org Setup

A new Salesforce organization was created specifically for this project. This org serves as the environment where all operations for the cosmetics store are managed.
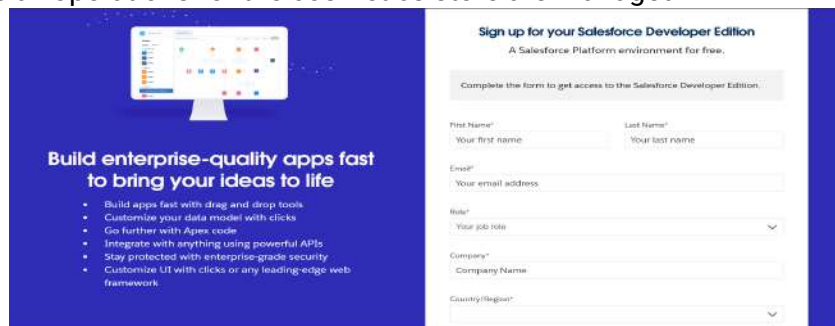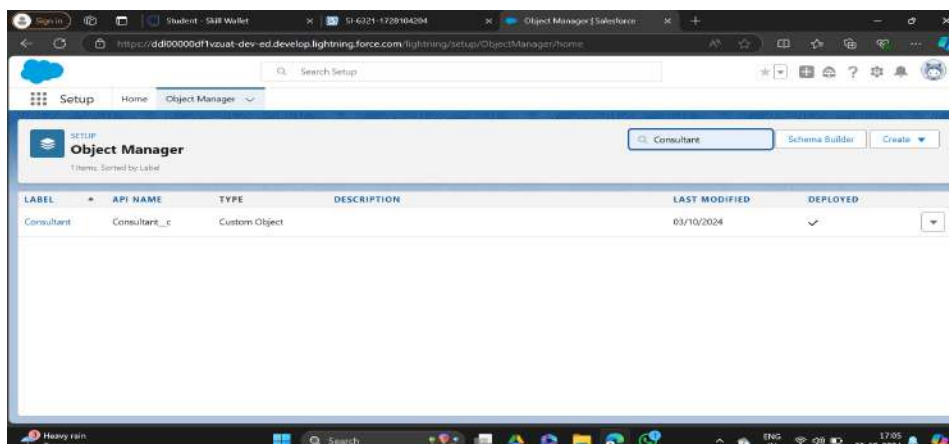
3. Object Creation

3.1 Customers Object

To represent the store's customers, a **Customers Object** was created, capturing details such as customer name, contact information, purchase history, and loyalty status.
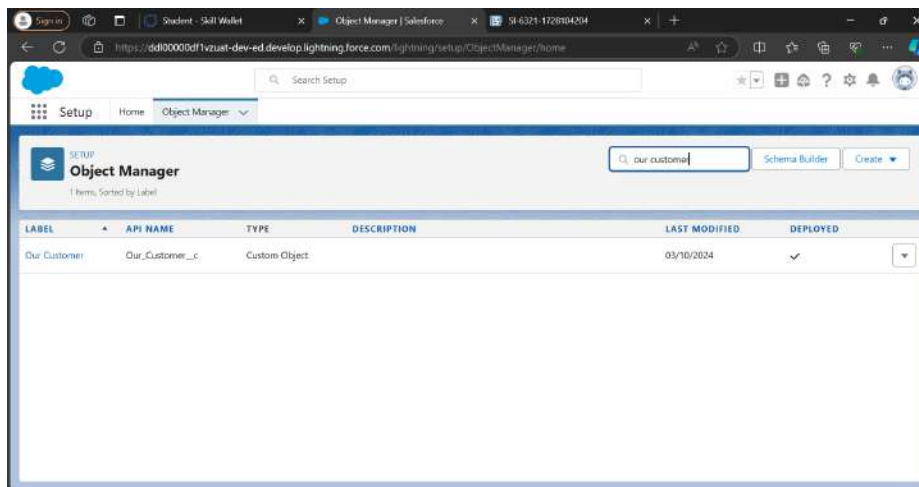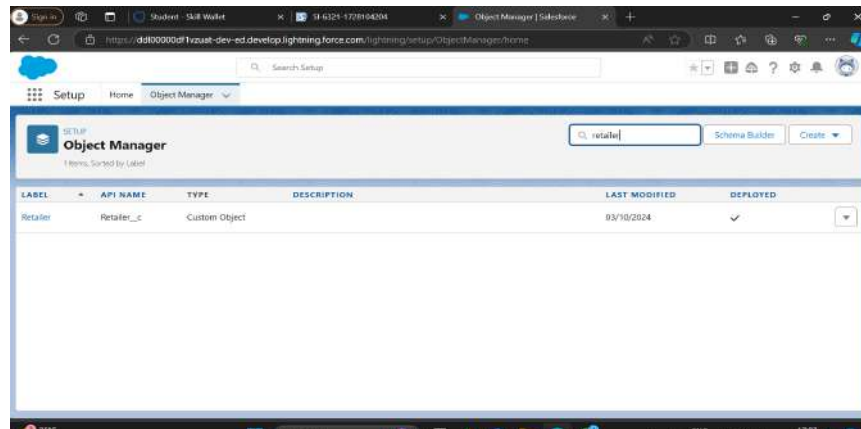

3.2 Consultants Object

This object tracks the sales consultants, capturing their assigned stores, commission structures, and performance metrics.
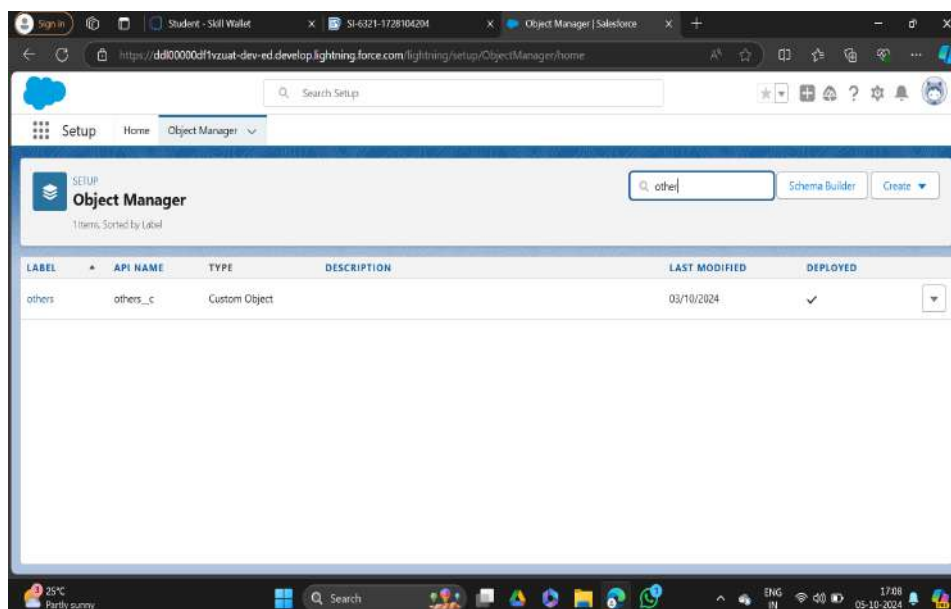
3.3 Retailers Object

For retailers involved in the supply chain, the **Retailers Object** was created. It holds data such as retailer names, location, contracts, and stock supplied.

3.4 Others Object

Any additional stakeholders or entities outside of customers, consultants, and retailers are managed using the **Others Object**.

4. Fields and Relationships

4.1 Fields in Customers Object

The following fields were added to the **Customers Object**:
- **Customer Name** (Text)
- **Contact Number** (Phone)
- **Email** (Email)
- **Loyalty Status** (Picklist: Bronze, Silver, Gold)
- **Purchase History** (Text Area)

4.2 Fields in Consultants Object

Fields created for the **Consultants Object**:
- **Consultant Name** (Text)
- **Assigned Store** (Lookup: Store Object)
- **Commission Percentage** (Percentage)
- **Performance Score** (Number)

4.3 Fields in Retailers Object

Fields for the **Retailers Object**:
- **Retailer Name** (Text)
- **Location** (Text)
- **Stock Provided** (Number)
- **Contract Start Date** (Date)

5. Page Layouts

Page layouts were created for each object to ensure that users can view and edit relevant fields easily.

5.1 Customers Page Layout

- Displayed fields: Customer Name, Contact Number, Loyalty Status, Purchase History.

5.2 Consultants Page Layout

- Displayed fields: Consultant Name, Assigned Store, Commission Percentage.

6. The Lightning App

A custom **Lightning App** was created to manage the cosmetics store operations in a user-friendly manner. The app provides easy access to key objects like Customers, Consultants, Retailers, and Others.

7. Profiles and Roles

7.1 Profiles

Profiles were created to control access to different parts of the system. The key profile is the **Cosmetics Manager Profile**, which has full access to manage customers, consultants, retailers, and others.

7.2 Roles

Roles were set up to reflect the hierarchy of the cosmetics store organization. This ensures that managers, consultants, and other users have the appropriate access to data.

8. Users

Multiple users were created to reflect the different roles within the organization.

8.1 Second User Creation

A second user was created with limited permissions, representing a sales consultant who can manage customer interactions but not edit organizational data.

9. User Adoption

9.1 Customer Records Management

To test user adoption and system usability:
- **Create Customer Record**: A sample customer record was created for testing.
- **View Record**: The created record was viewed and updated.
- **Delete Record**: The record was later deleted to verify correct user permissions.

10. Import Data

Data import functionality was tested by importing a CSV file containing customer records into the **Customers Object**.

11. Reports

11.1 Creating Reports

Reports were created to provide insights into sales performance, customer demographics, and consultant efficiency. The key report built was the **Customer Purchase Report**.

Add screenshot of report creation here

11.2 Viewing Reports

Reports can be easily viewed and customized based on user needs.

12. Dashboards

12.1 Creating Dashboards

A **Sales Performance Dashboard** was created to display key metrics such as total sales, top-performing consultants, and customer loyalty distribution.

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12.2 Viewing Dashboards

Dashboards are available to all managers and executives to provide real-time insights.

13. Conclusion

The **Cosmetics Store Management System** on Salesforce provides a robust platform for managing cosmetics store operations. By integrating customer, sales, and inventory data, this solution enhances efficiency, improves customer engagement, and sets the stage for long-term growth.