

**PROJECT REPORT TEMPLATE**  
**RETAIL MANAGEMENT APPLICATION USING**  
**SALESFORCE**  
**TEAM ID : NM2023TMID20881**

## **1.INRODUCTION**

### **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 field sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels.

### **1.2 Purpose :**

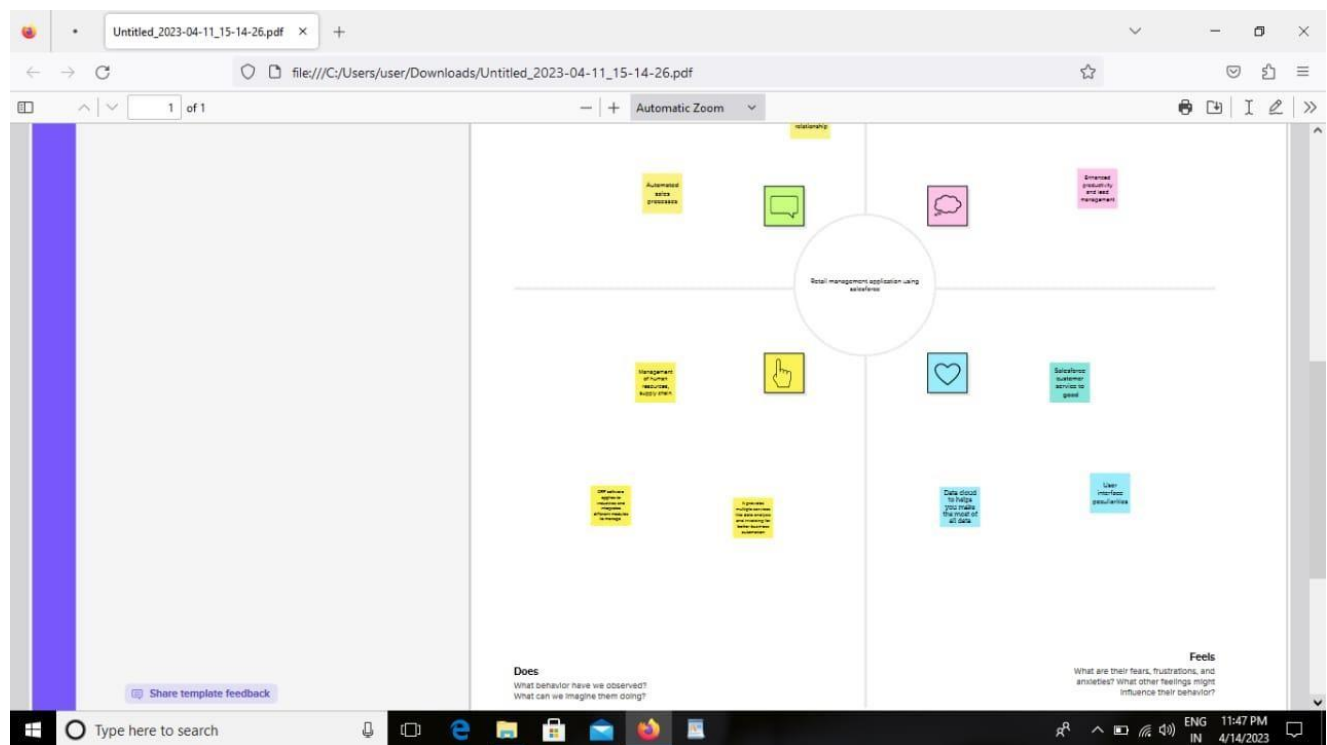
- ❖ Automated Sales Processes
- ❖ Improved Customer Relationship
- ❖ Greater Flexibility and Control
- ❖ Reduced Time and Effort Required
- ❖ Enhanced Productivity
- ❖ Enhanced Lead Management
- ❖ Connected stores-Supercharged Associates
- ❖ Unity Shopping Experiences

## 2. Problem Definition & Design Thinking

### 2.1 Empathy map:

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to

- 1) create a shared understanding of user needs, and
- 2) aid in decision making.



## 2.2 Brainstorming:

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.

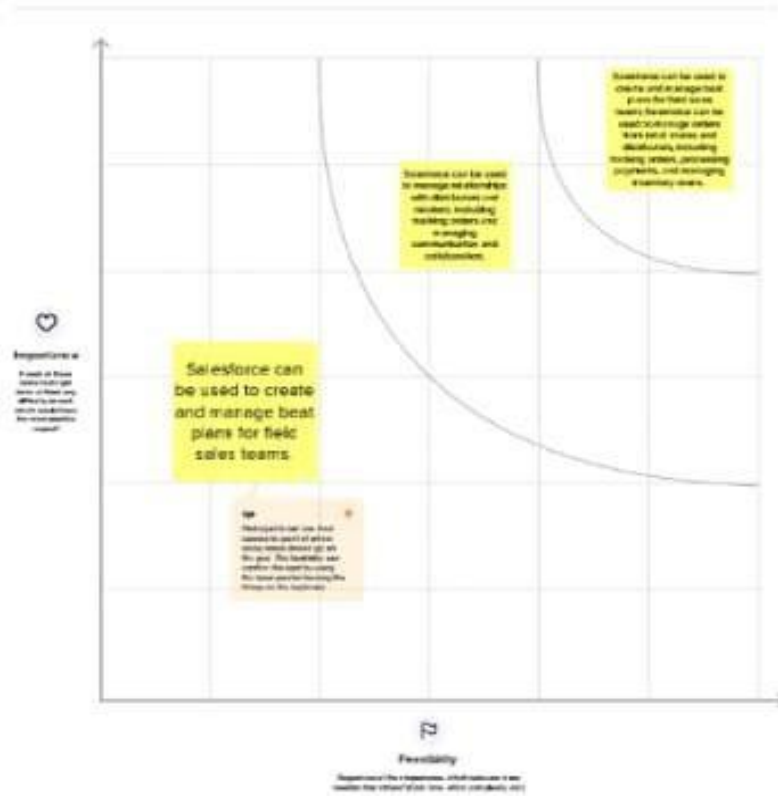




## 1 Prioritize

Your team should all be on the same page about what's important, making progress. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



## 2 After you collaborate

You can export the result as an image or pdf to share with the others of your company who might find it helpful.

Click on a link to:

1. **Share the result**  
Share a link to the result with others to help them to the best about the outcomes of the session.
2. **Export the result**  
Export a copy of the result as a PDF or PPT to share with others, or use it in your presentation.

Keep learning Salesforce

- Planning, designing**  
Define the components of a new plan or strategy.  
[Open the template 1](#)
- Implementing, testing, and evaluating**  
Implement the plan, test it, and evaluate the results.  
[Open the template 2](#)
- Monitoring, maintaining, and improving**  
Monitor the plan, maintain it, and improve it.  
[Open the template 3](#)

[View the template 4](#)



0%

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

0/10 sticky notes

0%

You can select a sticky note and move it to your board when ready not to start drawing

#### SURNAME &

1. I think we should use a more sustainable material for the packaging.

2. We could use a more sustainable material for the packaging.

3. We could use a more sustainable material for the packaging.

4. We could use a more sustainable material for the packaging.

5. We could use a more sustainable material for the packaging.

6. We could use a more sustainable material for the packaging.

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9. We could use a more sustainable material for the packaging.

10. We could use a more sustainable material for the packaging.

#### SURNAME S

1. I think we should use a more sustainable material for the packaging.

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#### SURNAME M

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10. We could use a more sustainable material for the packaging.

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### Group ideas

Take turns sharing your ideas with the group, discuss or extend notes as you go. Group all sticky notes from your group, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

0/10 sticky notes

0%

You can select a sticky note and move it to your board when ready not to start drawing

1. I think we should use a more sustainable material for the packaging.

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### **3.**

## **RESULT**

### **3.1 Data Model :**

Object name		Field label	Data type
<b>1</b>	Job positing site	Job positing site	Text
	Job positing URL	Job positing URL	Text
<b>2</b>	Review	Review	Auto- Number
	Account	Account	Auto- Number

## 3.2 Activity & Screenshot :

The screenshot displays the Salesforce Lightning interface. At the top, a browser window shows the URL: `periyarartscollege104-dev-ed.develop.lightning.force.com/lightning/r/Report/0005i000006uO9NEAU/view`. Below the browser, the Salesforce navigation bar includes a search bar and a menu with options: Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, Calendar, and More. The 'Reports' tab is selected, showing a 'Report: Accounts' and a 'New Accounts Report'.

The report interface includes a 'Total Records' count of 12 and a table with the following columns: Last Activity, Account Owner, Account Name, Billing State/Province, Type, Rating, and Last Modified Date. The table contains 12 rows of data, all with a 'Last Modified Date' of 13/04/2023.

	Last Activity	Account Owner	Account Name	Billing State/Province	Type	Rating	Last Modified Date
1	-	sharmila k	GenePoint	CA	Customer - Channel	Cold	13/04/2023
2	-	sharmila k	United Oil & Gas, UK	UK	Customer - Direct	-	13/04/2023
3	-	sharmila k	United Oil & Gas, Singapore	Singapore	Customer - Direct	-	13/04/2023
4	-	sharmila k	Edge Communications	TX	Customer - Direct	Hot	13/04/2023
5	-	sharmila k	Burlington Textiles Corp of America	NC	Customer - Direct	Warm	13/04/2023
6	-	sharmila k	Pyramid Construction Inc.	-	Customer - Channel	-	13/04/2023
7	-	sharmila k	Dickenson plc	KS	Customer - Channel	-	13/04/2023
8	-	sharmila k	Grand Hotels & Resorts Ltd	IL	Customer - Direct	Warm	13/04/2023
9	-	sharmila k	Express Logistics and Transport	OR	Customer - Channel	Cold	13/04/2023
10	-	sharmila k	University of Arizona	AZ	Customer - Direct	Warm	13/04/2023
11	-	sharmila k	United Oil & Gas Corp.	NY	Customer - Direct	Hot	13/04/2023
12	-	sharmila k	sForce	CA	-	-	13/04/2023

At the bottom of the screen, the Windows taskbar is visible, showing the search bar with the text 'Type here to search' and the system clock indicating 7:54 PM on 4/13/2023.

## **TRAILHEAD PROFILE PUBLIC URL**

Team Leader - <https://trailblazer.me/id/ssharmilak>

Team Member 1 - <https://trailblazer.me/id/ssubashini4>

Team Member 2 - <https://trailblazer.me/id/subas187>

Team Member 3 - <https://trailblazer.me/id/sudhm30>

## **4. ADVANTAGES & DISADVANTAGES**

### **Advantages :**

- Strategic planning
- Marketing management
- Inventory management
- IT management
- Human resource management



## Disadvantages :

- Costly setup
- Recent origin
- Unpredictability
- Improper development programs
- Insufficient information .

## 5.

## APPLICATIONS

- **Salesforce Commerce Cloud** allows retailers to create seamless and personalized shopping experiences across all channels, such as online, in-store, and mobile. It also helps to unify customer data to provide a single view of the customer and drive personalization throughout the customer journey.
- **Salesforce Marketing Cloud** allows retailers to create targeted and personalized marketing campaigns across multiple channels, such as email, social media, and mobile. It also includes analytics tools to measure the effectiveness of campaigns and make data-driven decisions.
- **Salesforce Service Cloud** allows retailers to provide personalized customer service through multiple channels, such as phone, email, and social media. It also includes tools for managing and routing customer inquiries and creating a knowledge base to support self-service.

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## **CONCLUSION**

In conclusion ,due many challenges that are facing retail management application using salesforce departments , there is need for organizations to adopt correct and workable policies that will not only ensure they alleviate these challenges but also develop mechanisms of Dellinger with such challenge in case they occur in the future .

**7.**

## **FUTURE SCOPE**

The project has a very vast scope in future . The project can be implemented on internet in future.