

Project Report

1_INTRODUCTION:

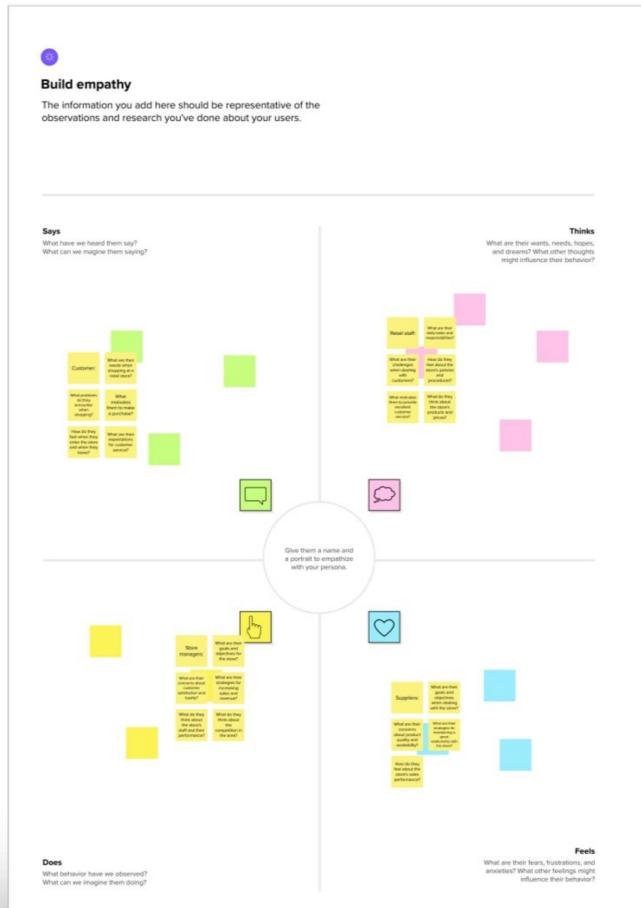
Retailing business in India is undergoing rapid transformation. The kirana store is a major element in the retail business in India. The emergence of new retail formats in retailing sector has attracted attention of many like government, large corporations, economists and general public in recent years. The environment of retailing business in India is witnessing several changes on the demand side due to increased income and changes in Indian consumers' preferences. The driving forces in Indian retail sector are: rapid economic development in recent years, changes in consumers' preferences, improvements in civic situation, liberalization policy and globalisation.

1.2 Purpose:

It is necessary to estimate market potential, understand consumer profile, competition etc. GIS (Geographical Information System – combine digitized mapping with key location data) used for this purpose.

2_Problem Definition & Design Thinking:

2.1 Empathy Map:



3_RESULT:

- Evaluate the results of the strategy and implementation program
- If the retailer is meeting or exceeding its objective changes aren't needed but if the retailer fails to meet its objective, reanalysis is required
- The conclusion would result in starting a new planning process, including a new situation audit
Financial strategy:

3.2 Activity & Screenshot:

The screenshot shows the Salesforce Object Manager interface. The left sidebar has 'Fields & Relationships' selected under 'Sales order'. The main area displays the 'Custom Field Definition Detail' for the 'Sales order' field. The field information includes:

- Field Label: Sales order
- Field Name: Sales_order
- API Name: Sales_order_c
- Description: Help Text
- Data Sensitivity Level: Default
- Compliance Categorization: Not Applicable
- Created By: sineka sineka (27/04/2023, 2:38 pm)
- Modified By: sineka sineka (27/04/2023, 2:38 pm)

Under 'Master-Detail Options', it shows 'Related To: Seller' and 'Child Relationship Name: dispatches'. The 'Validation Rules' section is empty.

The screenshot shows the Salesforce Setup Home page. The left sidebar has 'Setup Home' selected. The main area displays the 'Most Recently Used' section, which lists 10 items:

NAME	TYPE	OBJECT
sineka s	User	
sineka sineka	User	
Account Website	Custom Field Definition	Contact
Level	Custom Field Definition	Contact
Languages	Custom Field Definition	Contact
Phone_number_has_international_format	Validation Rule	Account
dispatch	Custom Object Definition	
Dispatched	Custom Field Definition	dispatch
Sales order	Custom Field Definition	dispatch
dispatchs	Custom Tab Definition	dispatch



The screenshot shows the Salesforce Object Manager interface. The page title is "Object Manager". A search bar at the top right contains "Search Setup". Below the search bar is a "Quick Find" button, a "Schema Builder" button, and a "Create" button. The main content area displays a table with columns: LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. The table lists various standard objects such as Account, Activity, Alternative Payment Method, API Anomaly Event Store, Appointment Invitation, Appointment Invitee, Appointment Topic Time Slot, Asset, Asset Action, Asset Action Source, Asset Relationship, Asset State Period, Assigned Resource, and Standard Object. The "Last Modified" column shows the most recent update date for each object.

The screenshot shows the Einstein Bots setup page in Salesforce. The page title is "EINSTEIN BOTS". On the left, there is a sidebar with links like "Setup Home", "Service Setup Assistant", "Multi-Factor Authentication Assistant", "Release Update", "Lightning Experience Transition Assistant", "Salesforce Mobile App", "Lightning Usage Optimizer", and "ADMINISTRATION" which includes "Users" (with sub-links: Permission Set Groups, Profiles, Public Groups, Queues, Roles, User Management Settings, and Users). The main content area features a cartoon character and text about getting started with Einstein Bots. It also includes three cards: "Best Practices for Conversation Design", "Using Conditions and Rules Within Your Bot", and "Beginner Bot Recipes".

4_Trailhead Profile Public URL :

Team Lead – <https://trailblazer.me/id/sines6>

Team Member 1 – <https://trailblazer.me/id/ssineka>

Team Member 2 – <https://trailblazer.me/id/thess36>

Team Member 3 – <https://trailblazer.me/id/umuma10>

5_Advantages:

#_There are no restrictions on who, how or where an entrepreneur should set up his/her business.

#_The freedom to do what one wants to do is the biggest advantage in this form of business.

#_It can be extremely fulfilling.



Disadvantages:

Because of the ease and flexibility of getting started, there can be a lot of competition in a particular area for a certain type of customer.

Every business decision rests on the owner(s).

There is no branding, no preset guidelines and a great deal of risk in this business model.

APPLICATIONS:

*Account-Based Marketing

*Content Marketing

*Customer Data Platform (CDP)

*Demand Generation

*Digital Analytics.

conclusion

- Retail management optimizes internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources.
- Retail management improves overall company cohesion.
- Retail store management improves customer experience and boosts customer satisfaction

FUTURE SCOPE:

- A vibrant business with a wide range of sectors, retailing is home to some of the biggest corporations in the world. Candidates with a background in retail management might begin their careers in management, administration, sales, goods shipment, and client communication.





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