

RETAIL MANAGEMENT APPLICATION USING SALESFORCE

1 INTRODUCTION

Overview

A CRM Product owner has requested to create two application, one is a sales app for sales reps to use this application and store customers data, and the second application is a service app for service reps/agents to provide support to customers in dealing cases. To generate business on top of the customers.

Purpose

1. Real Time Salesforce Project
2. Object & Relationship in Salesforce

2 Problem Definition & Design Thinking

Empathy Map



Ideation & Brainstorming Map



3 RESULT

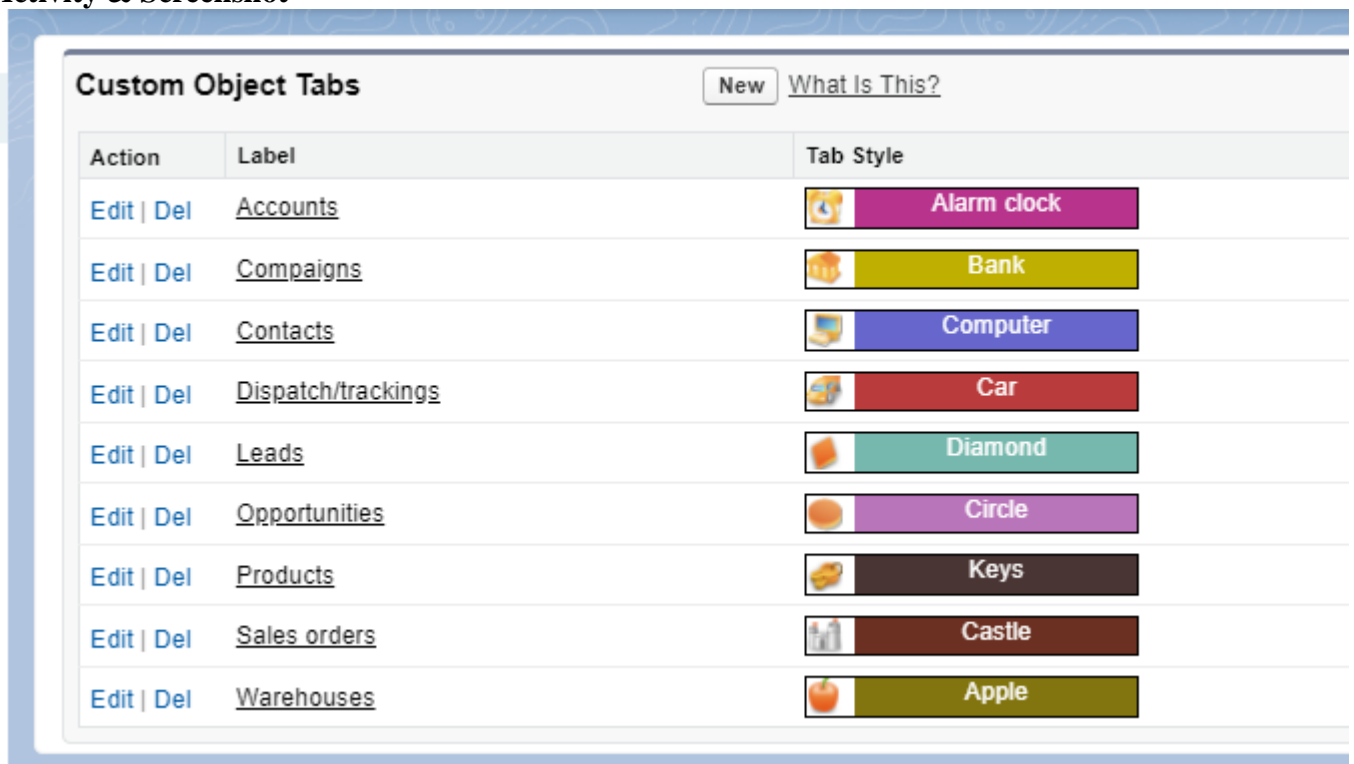
Data Model:

Object Name	Fields in the Object	
Obj1	Field Label	Data Type
	Campaign Name	Text
Obj2	Field Label	Data Type
	Contact Name	Text
Obj3	Field Label	Data Type
	Account Name	Text










Project Report Template

Object Name	Fields in the Object	
Obj4	Field Label	Data Type
	Dispatch/Tracking Name	Text
Obj5	Field Label	Data Type
	Sales Order Name	Text

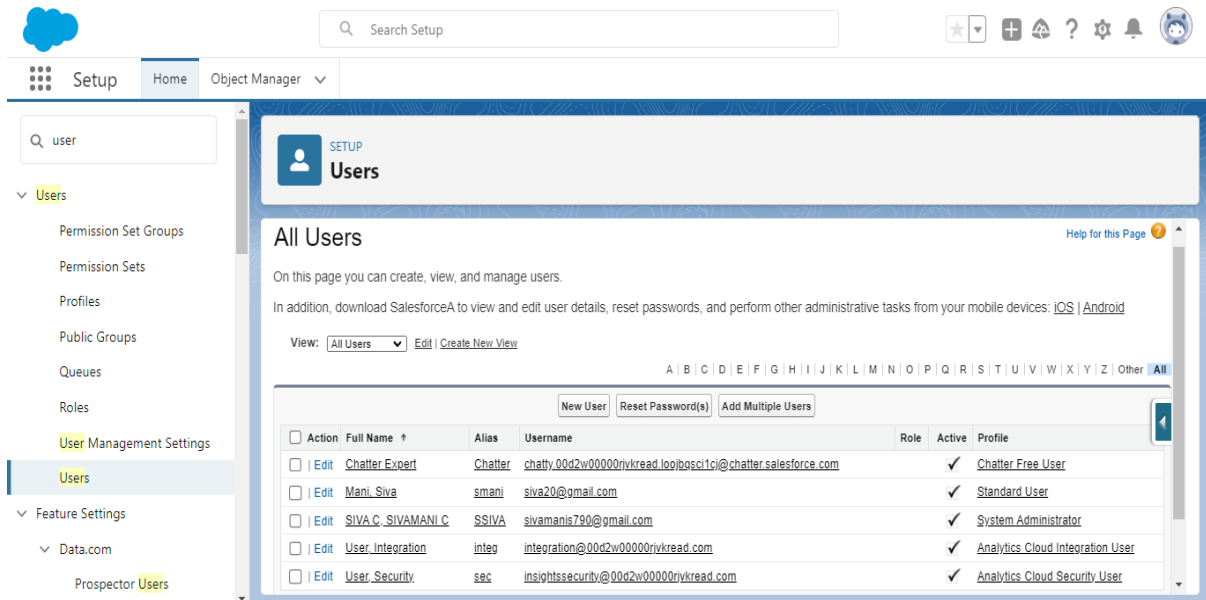
Activity & Screenshot



The screenshot shows a web interface titled "Custom Object Tabs". At the top right, there are buttons for "New" and "What Is This?". Below this is a table with three columns: "Action", "Label", and "Tab Style". The table lists ten objects, each with a set of actions (Edit | Del) and a corresponding tab style represented by a colored button with an icon.

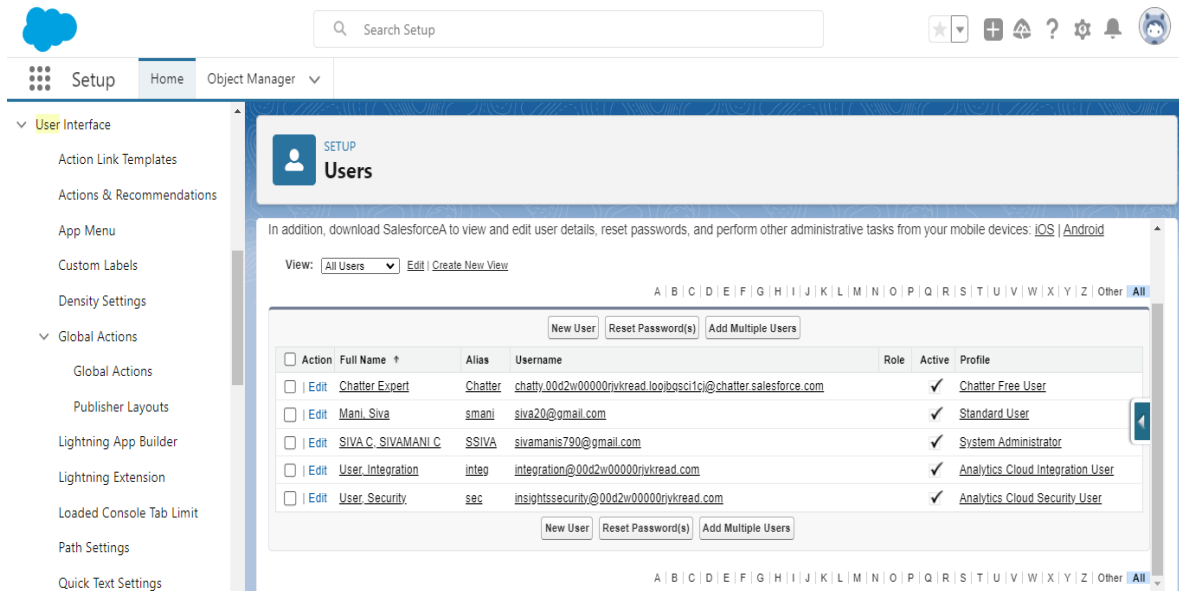
Action	Label	Tab Style
Edit Del	<u>Accounts</u>	 Alarm clock
Edit Del	<u>Compaigins</u>	 Bank
Edit Del	<u>Contacts</u>	 Computer
Edit Del	<u>Dispatch/trackings</u>	 Car
Edit Del	<u>Leads</u>	 Diamond
Edit Del	<u>Opportunities</u>	 Circle
Edit Del	<u>Products</u>	 Keys
Edit Del	<u>Sales orders</u>	 Castle
Edit Del	<u>Warehouses</u>	 Apple

Create our customize object tabs.



The screenshot shows the Salesforce Setup interface. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, Users, Permission Set Groups, Permission Sets, Profiles, Public Groups, Queues, Roles, User Management Settings, and Feature Settings. The main content area is titled 'Users' and includes a search bar, a 'View: All Users' dropdown, and a table of users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The users listed are Chatter Expert, Mani Silva, SIVA C. SIVAMANI C, User Integration, and User Security.

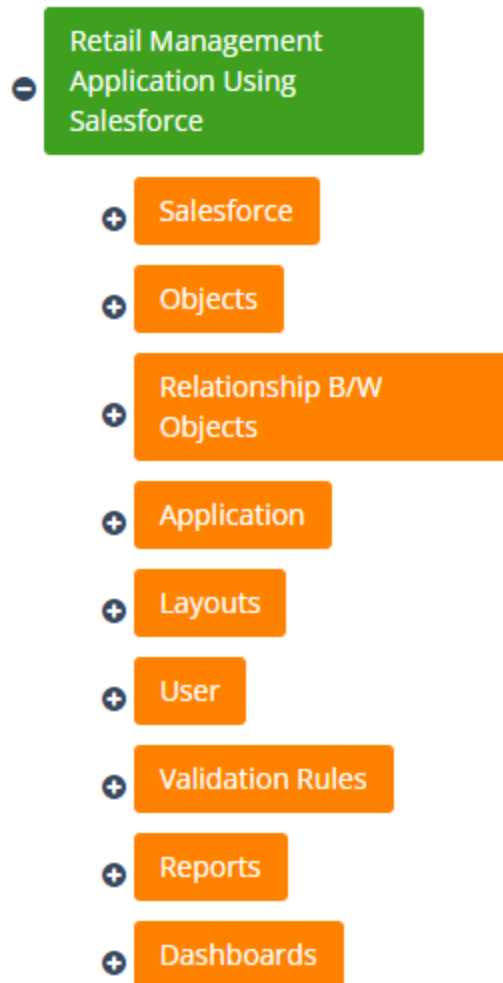
Action	Full Name	Alias	Username	Role	Active	Profile
Edit	Chatter Expert	Chatter	chatty.00d2w00000rvkread.100ibpsci1ci@chatter.salesforce.com		✓	Chatter Free User
Edit	Mani Silva	smani	siva20@gmail.com		✓	Standard User
Edit	SIVA C. SIVAMANI C	SSIIVA	sivamanis790@gmail.com		✓	System Administrator
Edit	User Integration	integ	integration@00d2w00000rvkread.com		✓	Analytics Cloud Integration User
Edit	User Security	sec	insightssecurity@00d2w00000rvkread.com		✓	Analytics Cloud Security User



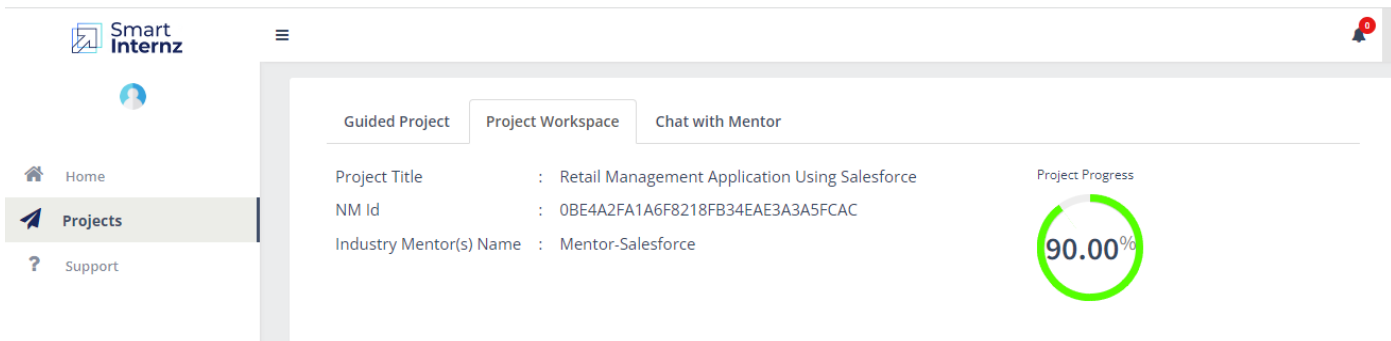
The screenshot shows the Salesforce Setup interface with the 'User Interface' section selected in the left sidebar. The main content area is titled 'Users' and includes a search bar, a 'View: All Users' dropdown, and a table of users. The table has columns for Action, Full Name, Alias, Username, Role, Active, and Profile. The users listed are Chatter Expert, Mani Silva, SIVA C. SIVAMANI C, User Integration, and User Security.

Action	Full Name	Alias	Username	Role	Active	Profile
Edit	Chatter Expert	Chatter	chatty.00d2w00000rvkread.100ibpsci1ci@chatter.salesforce.com		✓	Chatter Free User
Edit	Mani Silva	smani	siva20@gmail.com		✓	Standard User
Edit	SIVA C. SIVAMANI C	SSIIVA	sivamanis790@gmail.com		✓	System Administrator
Edit	User Integration	integ	integration@00d2w00000rvkread.com		✓	Analytics Cloud Integration User
Edit	User Security	sec	insightssecurity@00d2w00000rvkread.com		✓	Analytics Cloud Security User

Customize our user interface.



Do this steps one by one to complete the project.



Smart Internz

Home Projects Support

Guided Project Project Workspace Chat with Mentor

Project Title : Retail Management Application Using Salesforce
NM Id : 0BE4A2FA1A6F8218FB34EAE3A3A5FCAC
Industry Mentor(s) Name : Mentor-Salesforce

Project Progress
90.00%

After, Completing guidelines in the pdf. We get this progress in ourscreen.

Trailhead Profile Public URL

Team Lead – <https://trailblazer.me/id/ssivac1>

Team Member 1 – <https://trailblazer.me/id/vijav25>

4 ADVANTAGES

- Requires Less Capital.
- More Profit Margin Than Wholesalers.
- Better Customer Relation
- Credit Facility.
- No Liability Towards The Buyers.

DISADVANTAGE

- Requires More Marketing Costs.
- Good Selling Skill is Required.
- High Competition.
- No Benefit of Bulk Buying.

APPLICATIONS

- Salesforce
- Trailblazer
- Git Repo
- Git Hub

5 CONCLUSION

Retailing, thus enjoys many unique features. Inefficiency in retailing leads to Lower Profitability of the retailers and lower services outputs for the consumers. Steps to Strengthen the Position of the retailing industry must be taken. Such Steps may include establishment of retailer's Co-operatives, merges and buy-out, use of technology to the greatest possible extent, setting up of non-store retailing centers and increase in franchises network.

6 FUTURE SCOPE

The Indian retail industry is the most vibrant industries in the country.

It is currently ranked at 20th position among the top 30 developing countries.

