Project Report

1. INTRODUCTION

1.1 Overview

This is the process that facilitates easy procurement of desired mechandise from retail stores for sole purpose of personal consumption. The purpose of retail management is to sort things out and shun the element of difficulty. It helps in keeping unnecessary chaos at bay.

1.2 Purpose

- ➢ Retail management involves high annual sales and employment.
- ➢ Selling of merchandise and certain service to consumer.
- ➢ Retail is one of the important perspentives in a chain of distribution channels.
- ➢ Retail banking scope very well for growth and development.
- ➢ Retail shop helps the customers to satisfy their basic needs.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

It can include physical stores,online stores and mobile stores

Examples of include clothing,drug,grocery and convenience store

The customer is the most important person in the company

Retail management inventory taking responsibility for successful running of a store

The selling of merchandises and certain service to consumers

The sale of goods or services form a business directly to a consumers

The are retail concept refers to combining in-store experience with the visual experience

Customers are frustrated when they can not get the help they need when shopping

Retail Management Application using Salesforce

A store manager is responsible for the daily operation of a retail store

They may also act as a resource for customers and staff on store policies and their working years

Including managing inventory,hiring and training employees, monitoring customers return and implemeing store promotion

Working in retail is a career option that many people will experience during their working years

A good store manager helps customers leave the store with smile

It refers to the process of helping customers find products in the store

It leaves people feeling appreciated and heard

Customers often buy more, act more loyal in the store

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

2.2 Ideation & Brainstorming Map

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕑 5 minutes

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2

Brainstorm

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

🕑 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1
- Your operating cost will be reduced
- Increasing the return on investment you could increase your business
- Improving customer establistfication
- Increase the marketing you need to do online promotion and marketing

Person 2
- The sale of goods or services form a business directly for a consumer
- A good store manager helps customers leave the store with a smile
- Your operating cost will be reduced
- Retail establishment function well and continue to be profitable

Person 3
- Improve team productivity
- Your operating cost will be reduced
- If you have an online store then your customer can reach buy from any time anywhere than you want
- Maintain the coordination inventory

Person 4
- Retail offers competitive pay and the opportunity to grow within the company
- Practice active listening technique
- Increase and create a career path
- Your operating cost will be reduced

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
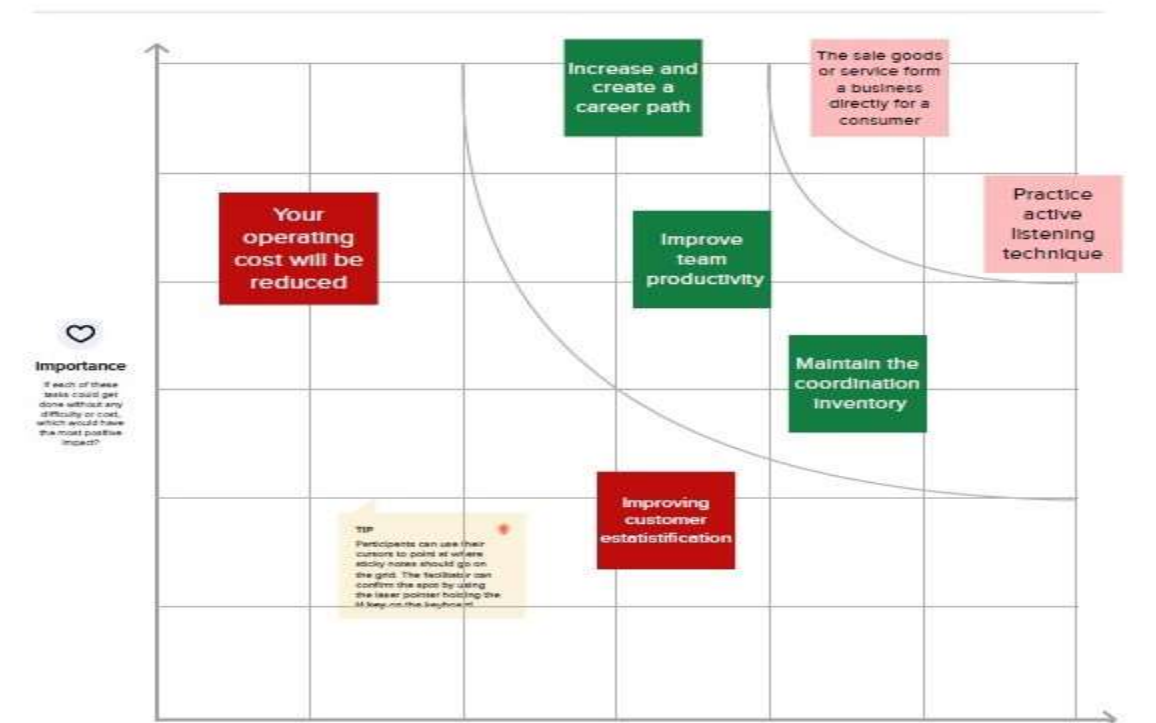
⏱ 20 minutes

Availability of webside in all time

Online stores is available

Operating cost

Underestimating commitment to the store

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

webside protection

Common problems

Upload a clear image virtual in the webside

Uptade the webside to conrent details

Neglecting store operations

Forgetting about data

Understand who our customer

To give better customer sevice

Enhance customer experience

Capture customer feedback in everytime

Provide details clearly

④

Prioritize

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

⏱ 20 minutes

Increase and create a career path
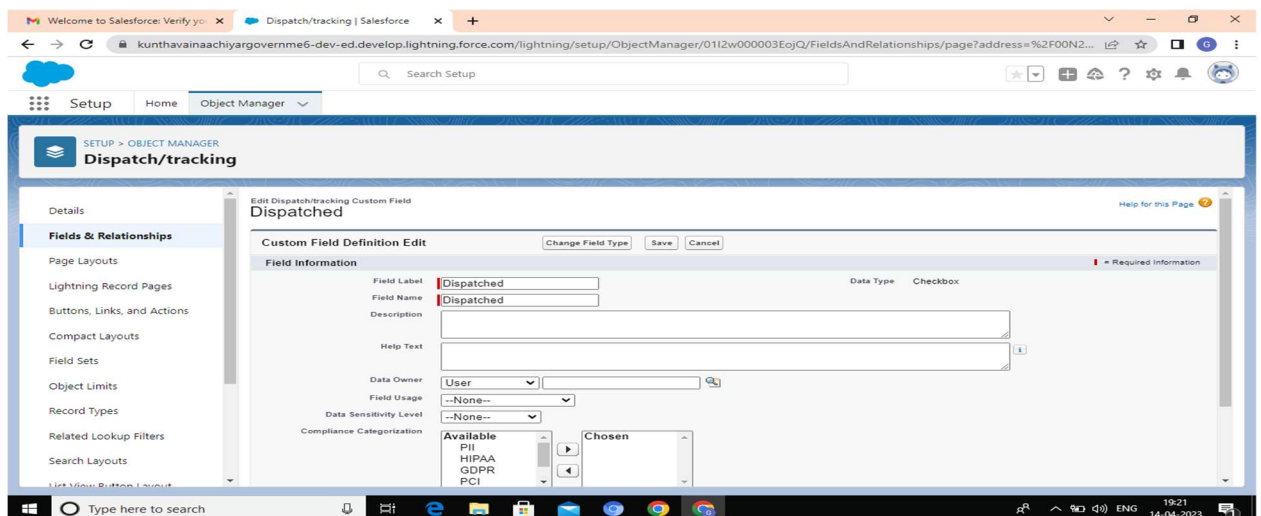
The sale goods or service form a business directly for a consumer

Practice active listening technique

Your operating cost will be reduced

Improve team productivity

Maintain the coordination inventory

♡
Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the M key on the keyboard.

Improving customer estatistification

3. RESULT

3.1 Data Model:

Object Name	Fields in the Object	
Dispatch/Tracking	Field Label	Data Type
	Dispatch/tracking	Text
	Dispatched	checkbox
	Dispatch/tracking	Mater Detail relationship
Account	Field Label	Data Type
	phone	text
Contact	Field Label	Data Type
	Account Website	formula

3.2 Activity & Screenshot

➢ First we need to login the salesforce through the new username and password.
➢ Next in the Home page we can see the Object manager and create the new custom object.
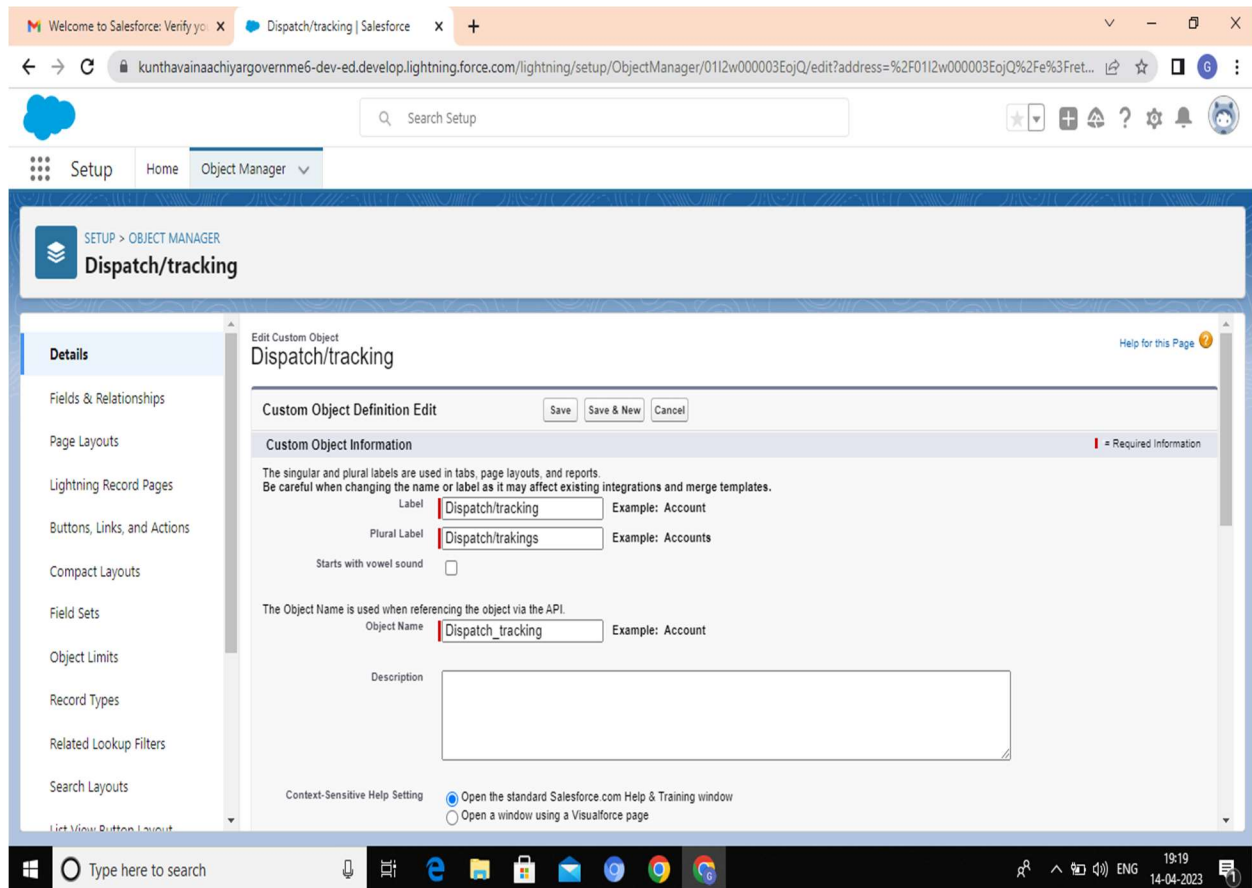
> In the next step go to the object manager and select the Dispatch/tracking and select the fields and relationship. Click new and select the data type has checkbox.

➢ Creation of custom tabs. For object select warehouse for tab style select any icon.

➢ And the need to create a new user.

➤ Finally, after completing those tasks, we get the reports of our project, and dashboard too.

products with stock availability

4. TRAILHEAD PROFILE PUBLIC URL

Team Lead- https://trailblazer.me/id/g2020batch1

Team Member 1- https://trailblazer.me/id/udurgasree

Team Member 2- https://trailblazer.me/id/i2020batch

Team Member 3- https://trailblazer.me/id/j2020batch3

5. Advantage and Disadvantage

Advantage

❖ Limitation of using information technology in retailing.
❖ Retailing affords a facility to have face to face interaction.
❖ Feedback on marketing decisions.
❖ Effective communication.
❖ Collecting data about the customer.
❖ Tools for planning the business.
❖ Automating process.

Disadvantages

- ❖ Technology security risks.
- ❖ High marketing cost.
- ❖ Increasing data regulation.
- ❖ Very high competition.
- ❖ Spyware and personal information.

6.Application

- ❖ Ability to incorporate faster responses to changing market condition.
- ❖ Faster distribution cycle system.
- ❖ Consumer benefits from operational efficiencies.

7.Conclution

Consumers are always hungry for modern way of shopping. Retail sector and its employment potential is growing fast. Whether you have a small shop for a big store, if you are running a retail business, then retail management is must to run it efficiently.

8. Future scope

- ❖ Retail management as a career option is growing in leaps and bounds.
- ❖ Retail management has become one of the fastest growing occupation in the industry as the economy has growth significantly.
- ❖ Retail intends to create a new generation of international caliber smart retail exports by providing them with global best practies.
- ❖ Retail management save time and ensires the customers easily located.