Project Report Template

1 INTRODUCTION

1.1 Overview
Project Description

   The Project aim is to provide real-time knowledge for all the students Who have basic knowledge of Salesforce and looking for a real-time Project. This project will also help to those professionals who are in Cross-technology and wanted to switch to Salesforce with the help of this Project they will gain knowledge and can include into their resume as well.
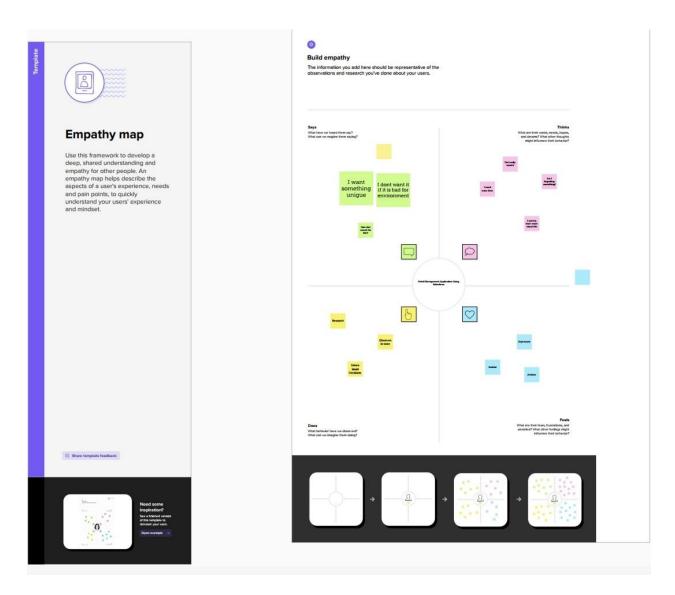
1.2 Purpose
   A Retail management system (RMS) is a platform that combines several modules to aid in the day-to-day operation of a retail store or chain, such as managing and buying inventory, checking out customers, scheduling employee shifts, keeping track of finances, etc.

   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.

   Benefits of using a MIS include making it easier to track items and products in the supply chain, reducing inventory, reducing labor costs, and establish and maintain good customer relationships.

2 Problem Definition & Design Thinking

2.1 Empathy Map

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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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?

I want something unique

I dont want it if it is bad for environment

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

Retail Management Application Using Salesforce

Research

Observes in store

Makes Small Decisions

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

3 Result

3.1 Data Model

3.2 Activity and Screenshot

Object Name	Fields in the Object	
Obj 1	**Field Label**	**Data Type**
Obj 2	**Field Label**	**Data Type**

Trailhead Profile Public URL

 Team Lead http://trailblazer.me/id/

Team member 1

http://trailblazer.me/id/suriya45a20

Team member 2 https://trailblazer.me/id/strailhead

Team member 3 https://trailblazer.me/id/strailhead

5 Advantages and Disadvantages

Advantages;

Retail management system using Salesforce advantages

1.Less Capital Requirement

It does not require huge investment to start retail business. Retailers buy goods from wholesalers in small quantity and sell to ultimate customers. It does not need large space to store goods. So, retailing can be commenced with little investment.

2. More Profit Margin

There is fixed margin of profit for wholesalers. Generally they earn 3% to 8% profit on sale. But there is no fixed margin for retailers, shopkeepers may fix profit margin up to 20% in some cases.

3. Credit Facility

Another benefit of retailers is that they get credit facility from wholesalers or dealers. But they sell products on cash which helps to maintain adequate liquidity in the business.

4. Better Customer

Relation Retailing is directly linked with the customers. Retailers can understand the interests, preferences and buying behavior of customers. It helps to build better customer relation and loyalty.

5. No Liability

In case of faulty or defective products, the manufacturer should replace the product. So, retailers do not need to bear the loss.

Disadvantages

1. High Marketing Cost

Retailers should make investment in decoration of shop and display of goods to attract more customers. So, it requires more marketing or advertising cost than wholesalers.

2. Selling Skill Required

It requires good selling skill to attract customers. Retailers should possess the art of good communication and convincing power to influence consumers.

3. Very High Competition

Another disadvantage of retailing is that there is tough competition in the market because several retailers sell similar types of products. So, it is difficult to remain in the competitive environment.

4. No Economies Of Buying

Retailers buy small volume of products from wholesalers. So, they miss the opportunity to enjoy he benefit of economies of buying.

5. It Requires Proper Location

It is difficult to find out proper location to start retail store. It requires highly dense area with fewer competitors.

6 APPLICATIONS

Retail management software is technology that helps business owners drive more sales with applications that include point of sale features, inventory management, retail customer relationship management and more. These solutions often include hardware for payment terminals and can support mobile devices.
Jump To All Products.

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.

Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

This retail principle will help you understand the overall foundations of a retail business; the 4 Ps: Product, Price, Place, Promotion. These are the basic foundations of a successful retail business.

Retail Management is the study of promoting and selling products and services while increasing customer satisfaction and brand loyalty. It examines the entire customer journey, from window shopping to entering the store, and buying a product.

7 CONCLUSION

In this course we have explored the meaning of the terms retailing, marketing and marketing communications. We have also considered the importance of the marketing mix and identified the different communication tools that a retailer might use to interact and communicate with their target customers. You have been introduced to a few theoretical concepts and ideas, which have been illustrated using real world examples and cases in retailing.

You have been introduced to some of the key areas of marketing communications – the message, the media and the communication tools. You have considered the basics of the communication model that underpins the development of marketing communication messages. You have also explored what it takes to develop a communication message, how to use communications to build a brand and the characteristics of the different media that might carry marketing communications. In addition, you have identified a range of communication tools which make up the marketing communication mix.

The course has also aimed to introduce the importance of marketing and communication from a retail perspective.

8 FUTURE SCOPE

As Indian retail industry on the verge of revolution, a number of Indian and international retailers are entering this advancing market.

There has been a significant change in retail trading over the year and retailing is undoubtedly a strong pillar of the Indian economy and a sector offering huge opportunities.

According to Global Retail Development Index by A.T. Kearney, India is positioned as the leading destination for retail investment. There are about 300 new malls, 150 supermarkets and 325 departmental stores being built very soon.

The career opportunities are In the areas of Store Operations, Retail Marketing, Visual Merchandising, Buying & Merchandising, Brand Management, Store Location & Design, MIS in Retail, Human Resource Management, E-Tailing and Digital Retailing.

There is a large growth opportunity in an organized business that the country will see after a long time. Apart from the direct jobs, every retail job created adds further jobs in the support business.

What do you learn in Retail management?

1. Introduction to Retail Management and Concepts
2. Retailing trends
3. Retail Market Segmentation
4. Retail Pricing and merchandising
5. Relationship Marketing in Retailing
6. Role of Information Technology in Retailing