

RETAIL MANAGEMENT APPLICATION USING SALESFORCE

INTRODUCTION:

Overview

Retail Management refers to the process of helping customers find products in your store.

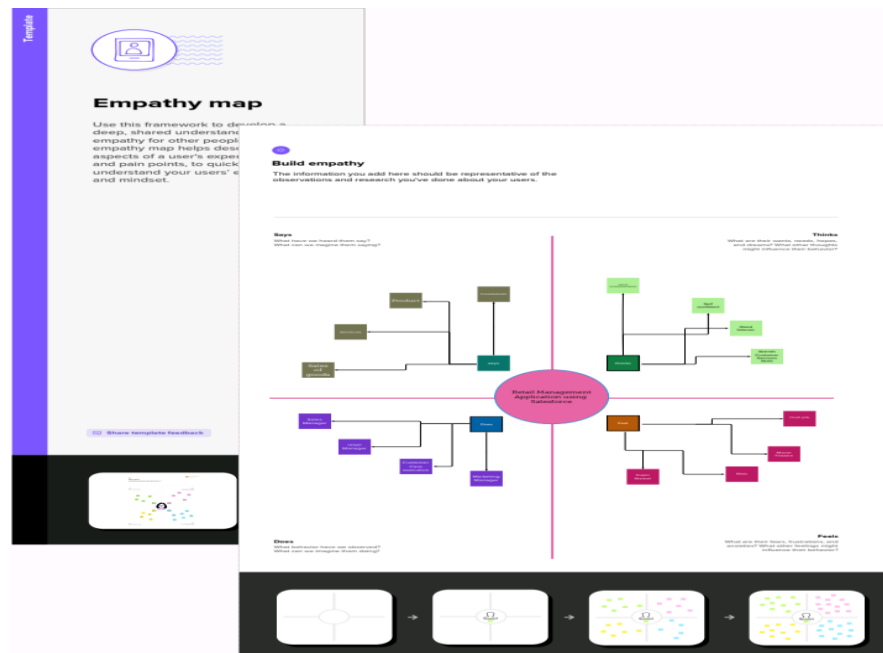
Retailing, the selling of merchandise and certain service to customers.

Purpose

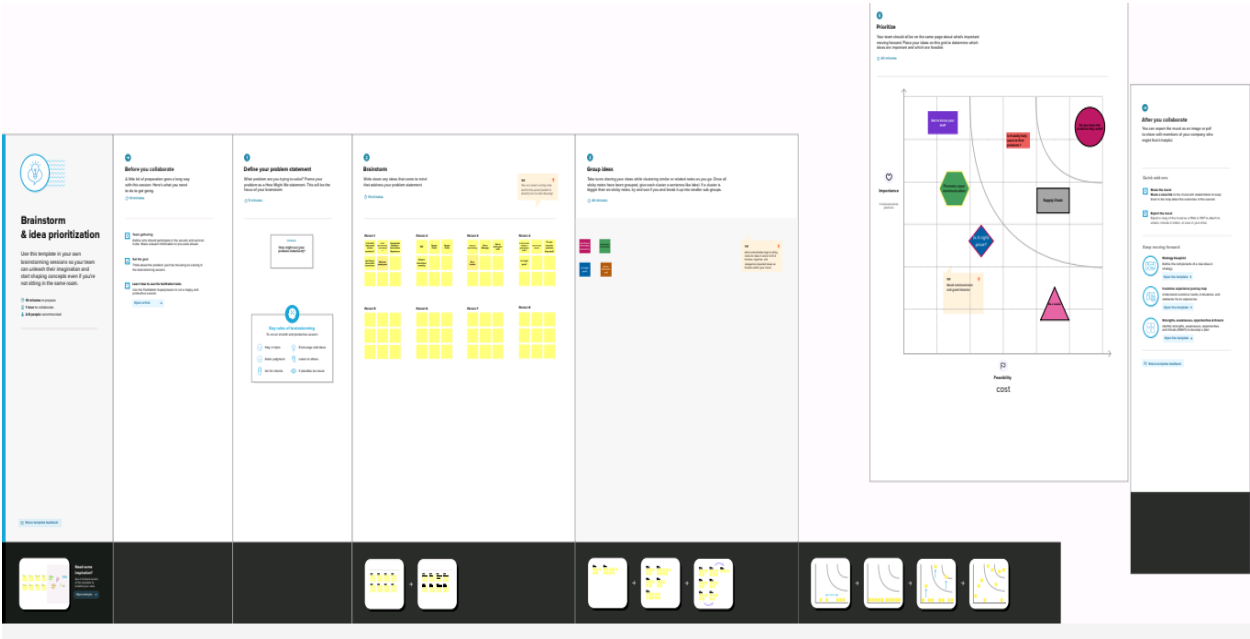
- Develop leadership skills
- Improve analytical ability.
- Learn to comprehend.
- Excellent job opportunities.
- Enhanced sells competence.

1. Problem Definition & Design Thinking

Empathy Map



Ideation & Brainstorming Map



2. RESULT

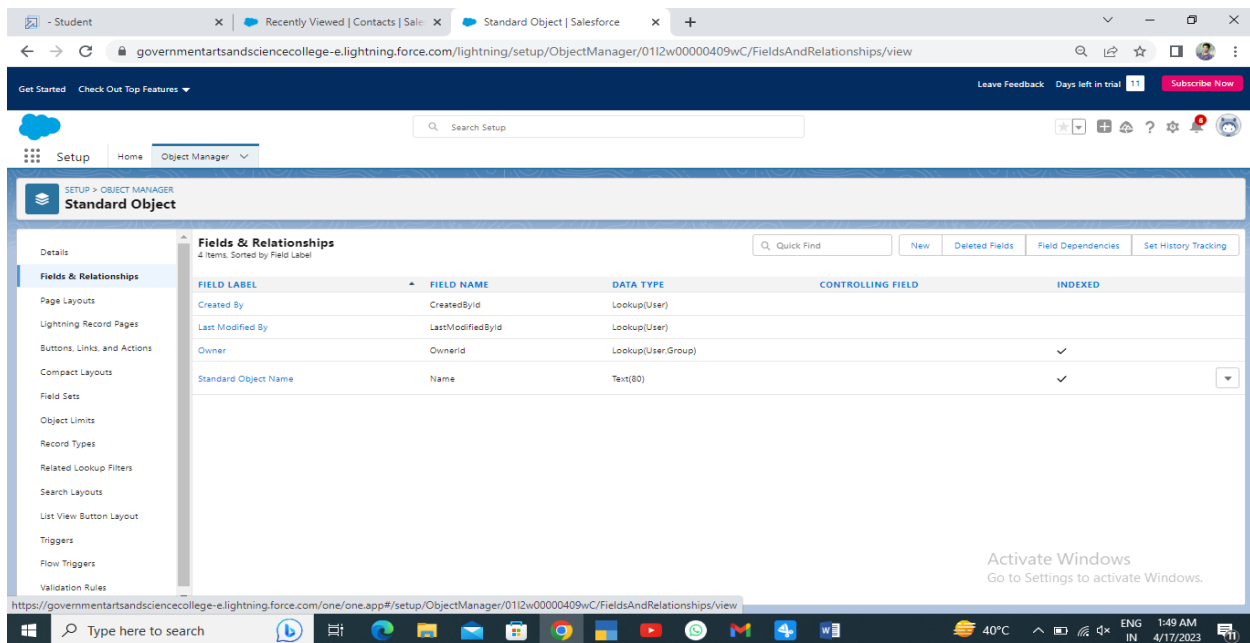
Data Model

Object name	Field in the Object	
Ob. 1 CUSTOME	Field label	Data type
	Entre id	Auto sum
	Phone	8903428326
Ob. 2 STANDARD	Field label	Data type
	Enter Bio	Customer
	Email	ttamilmani290@gmail.com

Activity & Screenshot

Milestone: 4

Activity: 2



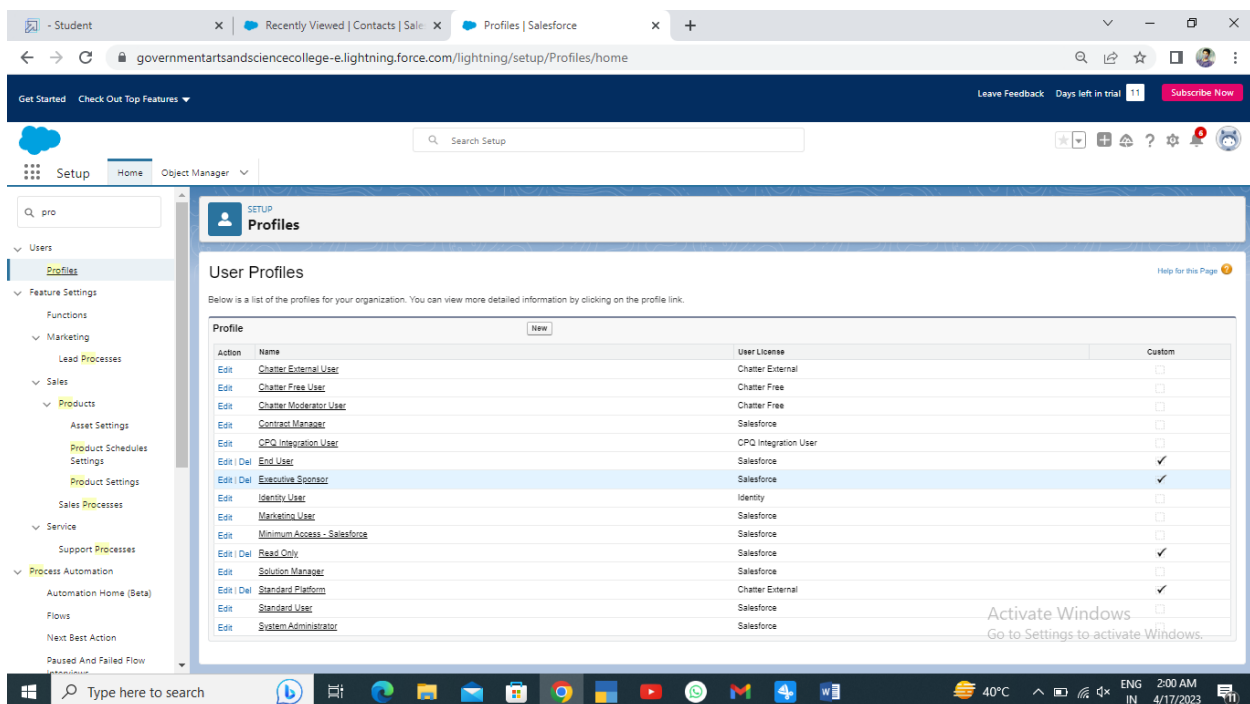
The screenshot shows the Salesforce Object Manager interface for a Standard Object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Triggers, Flow Triggers, and Validation Rules. The main content area is titled 'Fields & Relationships' and displays a table of fields for the 'Standard Object Name'.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		✓
Standard Object Name	Name	Text(80)		✓

At the bottom right of the page, there is a message: 'Activate Windows Go to Settings to activate Windows.'

Milestone: 5

Activity: 1



The screenshot shows the Salesforce Profiles page. The left sidebar contains a navigation menu with options like Users, Profiles, Feature Settings, Functions, Marketing, Lead Processes, Sales, Products, Asset Settings, Product Schedules, Settings, Product Settings, Sales Processes, Service, Support Processes, Process Automation, Automation Home (Beta), Flows, Next Best Action, and Paused And Failed Flow Processes. The main content area is titled 'User Profiles' and displays a table of profiles for the organization.

Action	Name	User License	Custom
Edit	Chatter External User	Chatter External	<input type="checkbox"/>
Edit	Chatter Free User	Chatter Free	<input type="checkbox"/>
Edit	Chatter Moderator User	Chatter Free	<input type="checkbox"/>
Edit	Contract Manager	Salesforce	<input type="checkbox"/>
Edit	CPQ Integration User	CPQ Integration User	<input type="checkbox"/>
Edit Del	End User	Salesforce	<input checked="" type="checkbox"/>
Edit Del	Executive Scout	Salesforce	<input checked="" type="checkbox"/>
Edit	Identity User	Identity	<input type="checkbox"/>
Edit	Marketing User	Salesforce	<input type="checkbox"/>
Edit	Minimum Access - Salesforce	Salesforce	<input type="checkbox"/>
Edit Del	Read Only	Salesforce	<input checked="" type="checkbox"/>
Edit	Solution Manager	Salesforce	<input type="checkbox"/>
Edit Del	Standard Platform	Chatter External	<input checked="" type="checkbox"/>
Edit	Standard User	Salesforce	<input type="checkbox"/>
Edit	System Administrator	Salesforce	<input type="checkbox"/>

At the bottom right of the page, there is a message: 'Activate Windows Go to Settings to activate Windows.'

Milestone: 4

Activity: 5

The screenshot shows the Salesforce Setup interface, specifically the 'Object Manager' section for the 'Event' object. The 'Fields & Relationships' tab is selected, displaying a table of 16 fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: All-Day Event (Checkbox), Assigned To (Lookup), Created By (Lookup), Date (Date/Time), Description (Long Text Area), Duration (Number), Email (Email), End DateTime (Date/Time), Event Subtype (Picklist), Last Modified By (Lookup), Location (Text), Name (Lookup), and Phone (Text). The 'Activate Windows' watermark is visible in the bottom right corner of the page.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
All-Day Event	IsAllDayEvent	Checkbox		
Assigned To	OwnerId	Lookup(User.Calendar)		✓
Created By	CreatedById	Lookup(User)		✓
Date	ActivityDate	Date/Time		✓
Description	Description	Long Text Area(32000)		
Duration	DurationInMinutes	Number(8, 0)		
Email	Email	Email		
End	EndDateTime	Date/Time		
Event Subtype	EventSubtype	Picklist		
Last Modified By	LastModifiedById	Lookup(User)		
Location	Location	Text(255)		
Name	WhoId	Lookup(Contact.Lead)		
Phone	Phone	Phone		

Milestone: 3

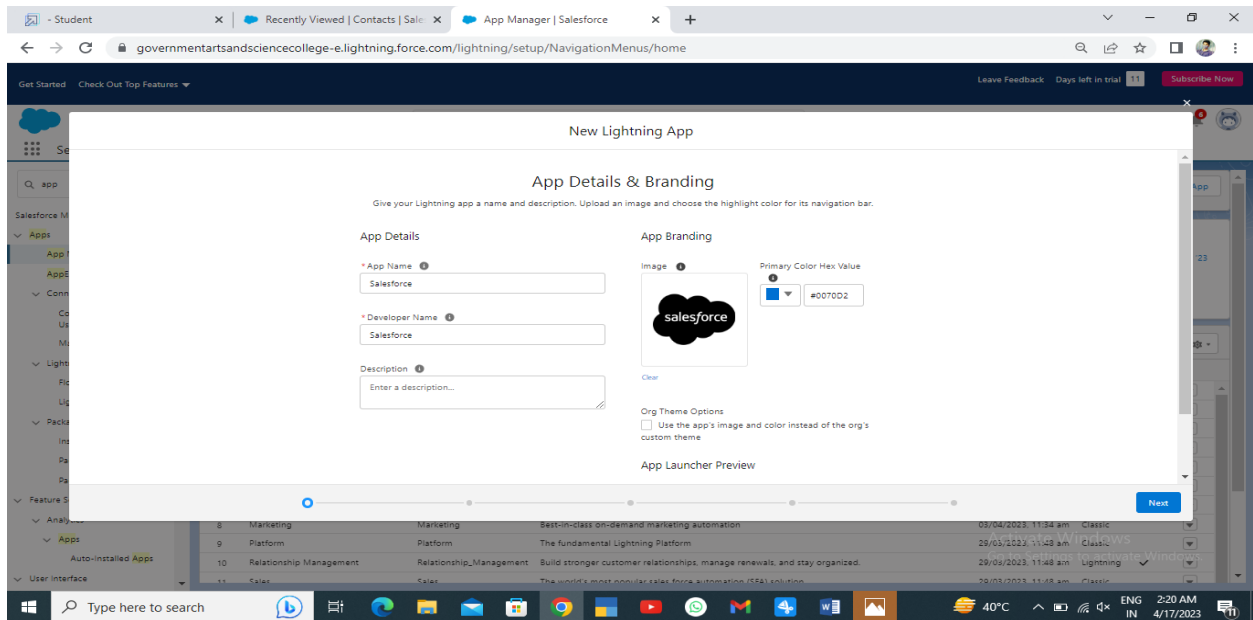
Activity: 1

The screenshot shows the Salesforce Setup interface, specifically the 'Custom Tabs' page. The page title is 'Custom Tabs' and it includes a 'Help for this Page' link. The page content is divided into three sections: 'Custom Object Tabs', 'Web Tabs', and 'Visualforce Tabs'. The 'Custom Object Tabs' section shows a table of tabs with columns for Action, Label, Tab Style, and Description. The tabs listed are: Custom Objects (Books), Dispatches (Camera), Sales Orders (Desk), Standard Objects (Cell phone), Trackings (Bridge), and Warehouses (Computer). The 'Web Tabs' and 'Visualforce Tabs' sections both show 'No Web Tabs have been defined' and 'No Visualforce Tabs have been defined' respectively. The 'Activate Windows' watermark is visible in the bottom right corner of the page.

Action	Label	Tab Style	Description
Edit Del	Custom Objects	Books	
Edit Del	Dispatches	Camera	
Edit Del	Sales Orders	Desk	
Edit Del	Standard Objects	Cell phone	
Edit Del	Trackings	Bridge	
Edit Del	Warehouses	Computer	

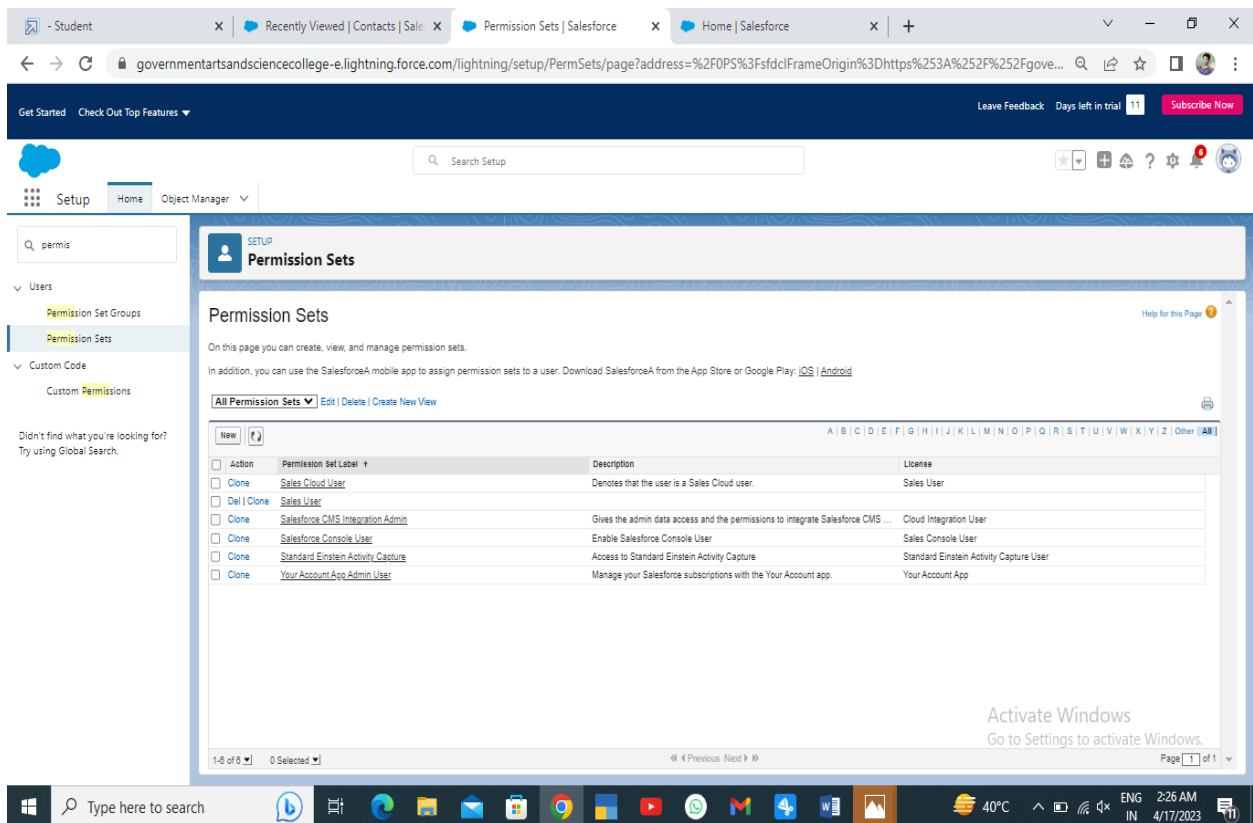
Milestone: 6

Activity: 1



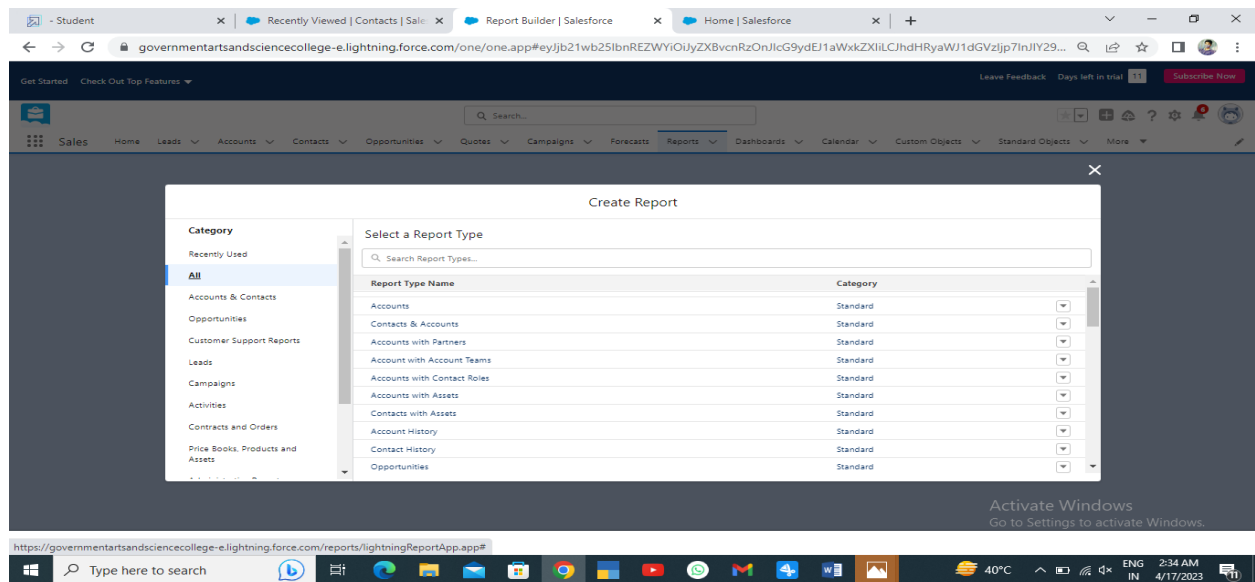
Milestone: 7

Activity: 1



Milestone: 8

Activity: 1



3. Trailhead Profile Public URL:

Team Leader – Tamilmani <https://trailblazer.me/id/tamilmani>

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

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

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

4. ADVANTAGES & DISADVANTAGE:

Advantages:

1. Enhanced sales competence
2. Develop leadership skills
3. Improve Analytical Abilities.
4. Excellent job opportunities.

Disadvantages:

1. Requires more marketing costs.
2. Good selling skill is required.
3. High Completion.
4. No Benefit of bulk buying.

5 Applications:

Retail Management software is technology that helps business owners drive more sales with application that include point of sale features inventory management, retail customer relationship management.

6 CONCLUSION:

- ❖ Indian retail market has a huge room for development.
- ❖ Development and progress should not come at other's cost.
- ❖ Proper government measure can assure healthy growth.

7 FUTURE SCOPE:

- ❖ Supervisory, client communication, merchandise shipment, sales, management, and administrative service are all option for candidates with a retail management background more than 2 million jobs are available in retail management around the world.
- ❖ The retail sector in the country is currently booming, providing plenty of career prospects for people with a passion for sales marketplaces, business diversification, campaigning, advertising, market research, and segmentation.