IDEATION PHASE

IDEATION AND BRAINSTORMING

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| Date | 04 Nov2023 |
| Team ID | NM2023TMID04741 |
| Project name | Retail Management Application Using Salesforce |
| Maximum marks | 2 marks |

BRAINSTORMING AND IDEA PRIORITIZATION :

Creating a Retail Management Application using Salesforce can streamline various retail operations and enhance customer service. Here's a brainstormed list of features and components you might consider for such an application

Track and manage customer information, including purchase history and preferences. Set up targeted marketing campaigns based on customer data. Implement lead and opportunity management to track potential wholesale buyers. Monitor stock levels in real-time and send alerts for low inventory. Enable automatic reordering of products. Track product performance and identify slow-moving items





