

# COSMETIC STORE MANAGEMENT

## **SALESFORCE NAAN MUDHALVAN PROJECT REPORT**

*Submitted By*

SRI DURGANANDHINI G(611420104078)

VANITHA R (611420104089)

VIDHYA S (611420104093)

VARSHA S (611420104090)

*in partial fulfilment for the award of the*

*degree of*

**BACHELOR OF ENGINEERING**

COMPUTER SCIENCE AND ENGINEERING

**MAHENDRA ENGINEERING  
COLLEGE FOR WOMEN**

**TIRUCHENGODE,NAMAKKAL-**

**637205**

## No. Of Functional Features Included In The Solution;

1. Inventory Management: Tracking and managing stock levels of cosmetic products.
2. Sales and Point of Sale (POS): Managing sales transactions, including payment processing.
3. Customer Management: Maintaining customer profiles, purchase history, and loyalty programs.
4. Product Catalog: Creating and updating a digital catalog of cosmetic products.
5. Employee Management: Tracking employee schedules, roles, and performance.
6. Reporting and Analytics: Generating reports on sales, inventory, and other key metrics.
7. Supplier Management: Managing relationships with cosmetic product suppliers.
8. Barcode Scanning: Using barcodes to streamline inventory and sales processes.
9. Loyalty Programs: Creating and managing customer loyalty programs and rewards.
10. E-commerce Integration: If the store has an online presence, integrating with an e-commerce platform.
11. Promotions and Discounts: Implementing and managing promotional campaigns and discounts.
12. Multi-location Support: Managing multiple store locations if applicable.
13. CRM (Customer Relationship Management): Enhancing customer engagement and marketing efforts.
14. Expiry Date Tracking: Managing products with limited shelf life.
15. Security and Access Control: Ensuring data security and controlling user access.
16. Mobile App Support: Providing a mobile app for customers or employees.
17. Label Printing: Creating product labels and price tags.
18. Gift Cards: Issuing and managing gift cards for customers.