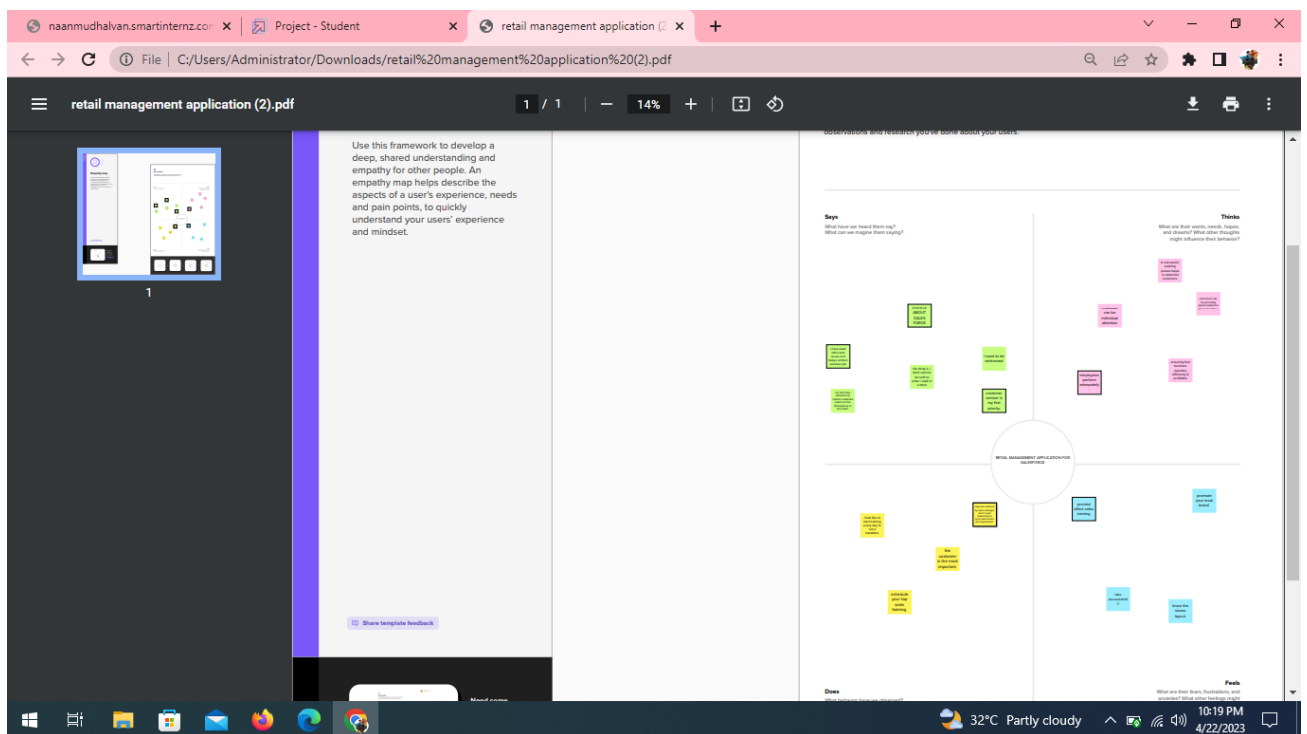# Project Report

## 1.*INTRODUCTION*

### 1.1 Overview

Retail management refer to the process that strives to make sure that consumers are satisfied with the product and services they buy and that retail establishment function well and continue to be profitable.
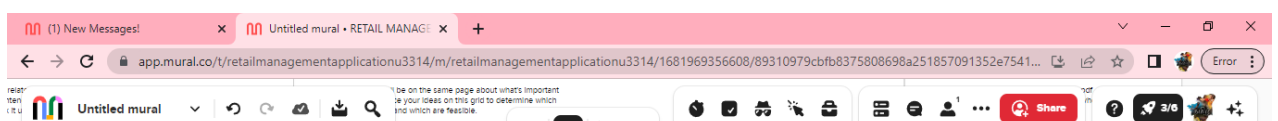
### 1.2 Purpose

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 customer's expectations. A good store manager help customers leave the store with a smile.
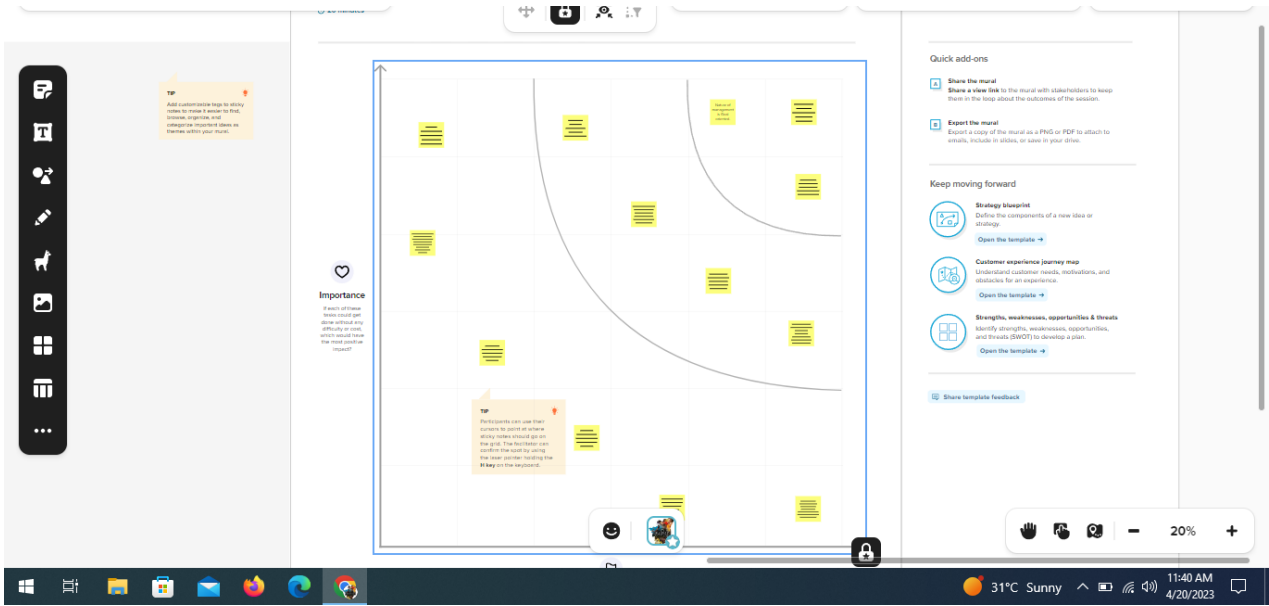
## 2.*Problem Definition & Design Thinking*

### 2.1 Empathy Map
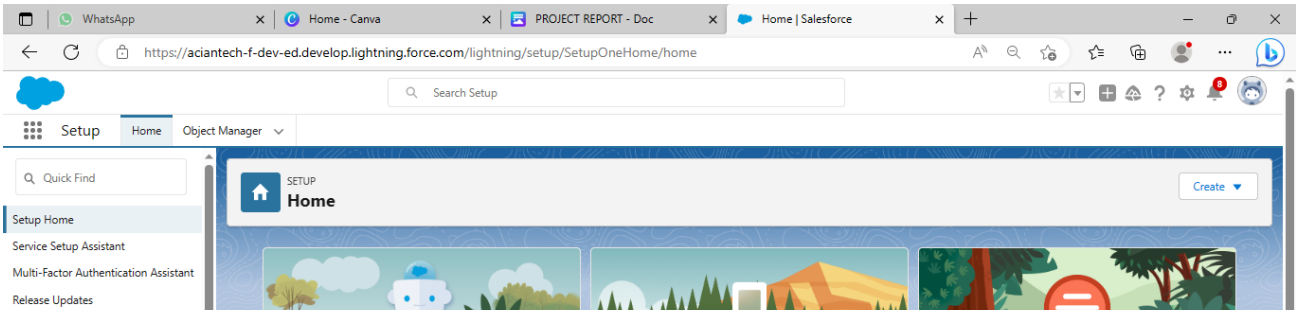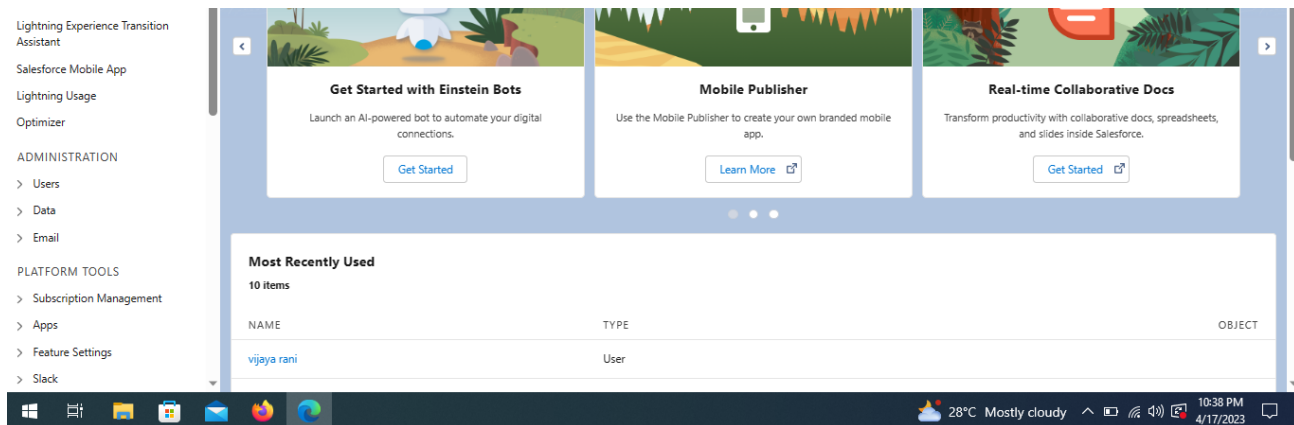


### 2.2 Ideation &Brainstorming Map

## 3. *Result*

### 3.1 Data Model

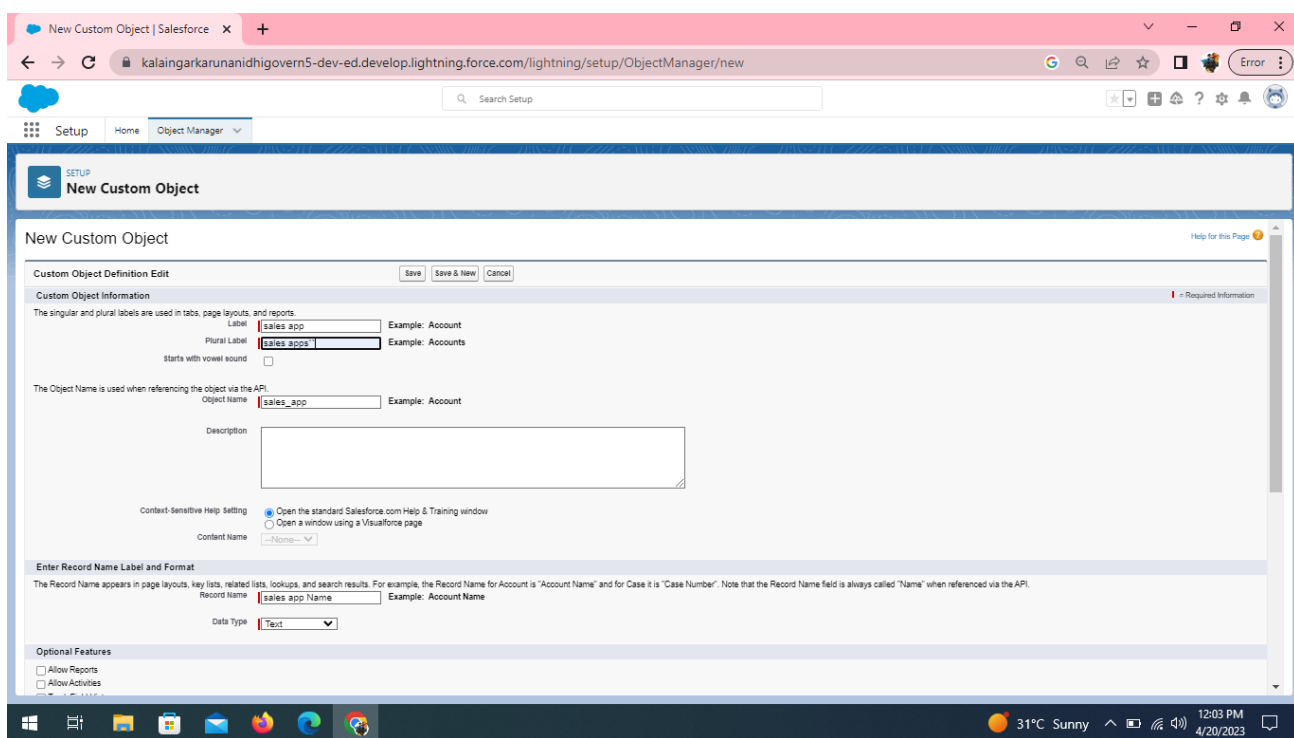| Object Name | Field in the object | |
|---|---|---|
| | Field label | Date type |
| Customers | 1.Dispatched | Text |
| | 2.Tracking Id | Text |
| Productes | 1.Electronic | Text |
| | 2.Product | Text |

### 3.2 Activity &Screenshot
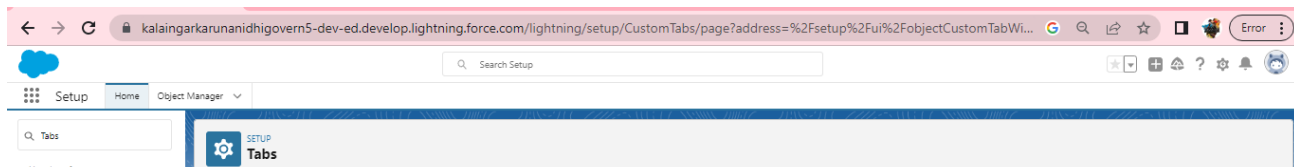
1 Login to Salesforce.com

2.After login this home page which you will see.



1.Click the object manager

2.Select create and custom object

3.Create your object

1.Go to the object manager and select Fields & Relationship

2.Create Your Field



1.Select dashboard

2.Create your dashboard

**Trailhead Profile Public URL**

Team Lead- https://trailblazer.me/id/vigup12

Team Member 1-http://trailblazer.me/id/vinim31

Team Member 2-

Team Member 3-https://trailblazer.me/id/abirj9

5.**ADVANTAGES AND DISADVANTAGES**

Tob 5 benefits of Retail Management Application Using Salesforce

Advanced customer engagement

Data management

Inventory Management

Omnichannel experience

Collaboration capabilities

6.**APPLICATIONS**

Help retail manage their operations and customer and customer relationships.

7.**CONCLUTION**

Salesforce for retail is a set of solutions built on the salesforce platform designed to help retail companies manage their operations and customer relationship.

8.**FURTHER SCOPE**

As the demand for any salesforce job role is high, a certification equips you with specialization salesforce requirement. The right salesforce training props you ahead in a niche area where the scope for career growth and salary is sky-high.