RETAIL MANAGEMENT APPLICATION USING SALES FORCE

1. INTRODUCTION

1.1 Overview

1. The retail management application using salesforse is the project title of that we are done. We given a detailed report that we are done by a team.

1.2 Purpose

* Retailing encompasses the business activities involved in

selling goods and services to consumers for their personal, family, or

household etc.

* one is a sales app for sales reps to use this application and

store customers data, and the second application is a service app for

service reps/agents to provide support to customers in dealing

cases. To generate business on top of the customers

* Salesforce can be used to manage orders from retail including tracking orders, processing payments

2.1:   Empathy Map
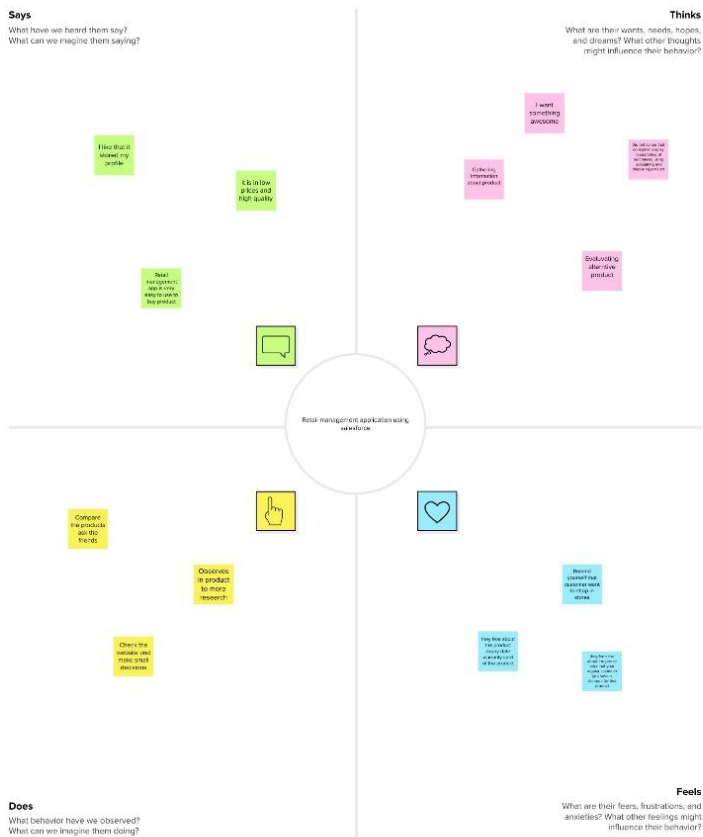
2.2: Ideation & Brainstorming Map
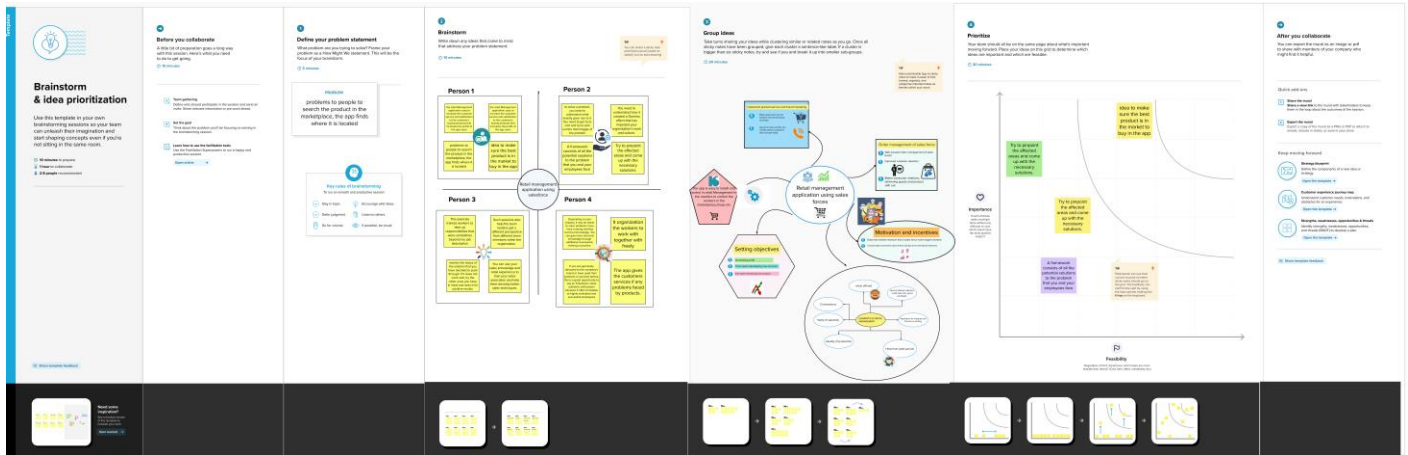
3. <u>RESULT</u>

<u>Data Model:</u>

Object name	Fields in the Object	
Dispatch/tracking object	**Field label**	**Data type**
	Dispatched	Checkbox
	Expected Date of Delivery	Data
	Sales order	Master-detail(sales order)
	Tracking ID	Auto number
Contact object	Field label	Data type
	Account website	Formula(text)
	Owner	Lookup (user,Group)

3.2 Activity & Screenshot

ACTIVITY:1 Dispatch/tracking

Dispatch/ tracking is created for users to track the packages they order the product

dispatch/tracking

Fields & Relationships
7 Items, Sorted by Field Label

Quick Find | New | Deleted Fields | Field Dependencies | Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED	
Created By	CreatedById	Lookup(User)			
Dispatched	Dispatchfed__c	Checkbox			▾
dispatched	Name	Text(80)		✓	▾
Expected Date of Delivery	Expected_Date_of_Delivery__c	Date			▾
Last Modified By	LastModifiedById	Lookup(User)			
Record Type	RecordTypeId	Record Type		✓	
sales order	sales_order__c	Master-Detail(sales order)		✓	▾

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters
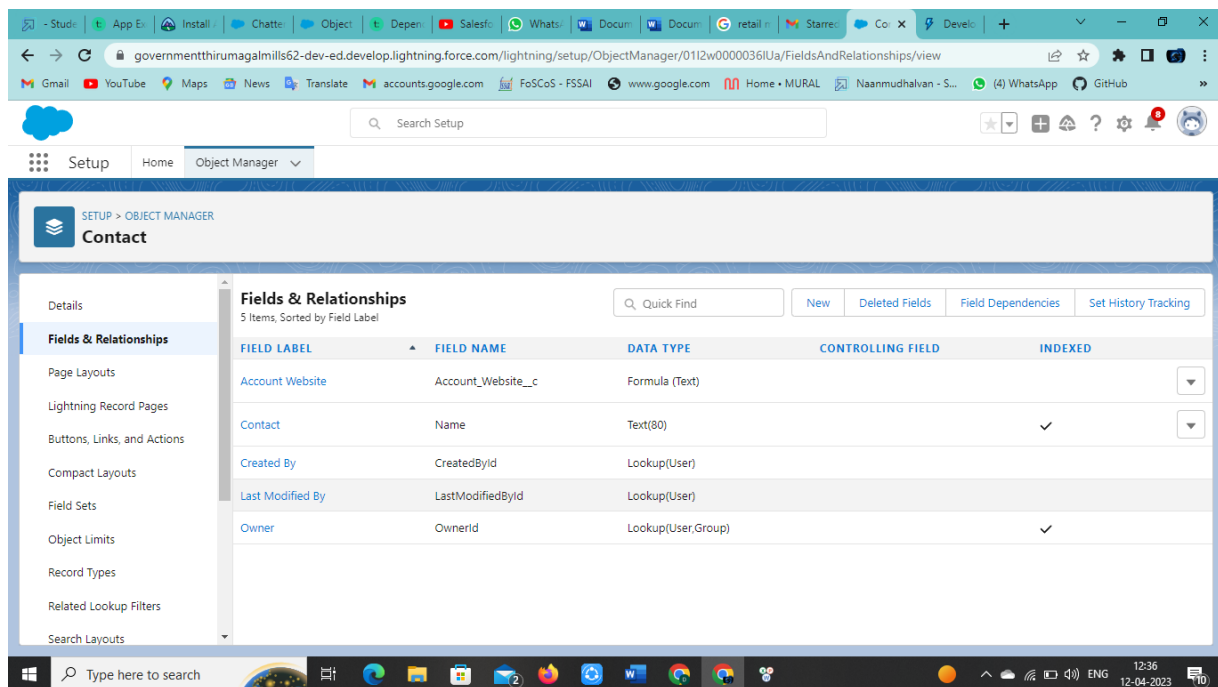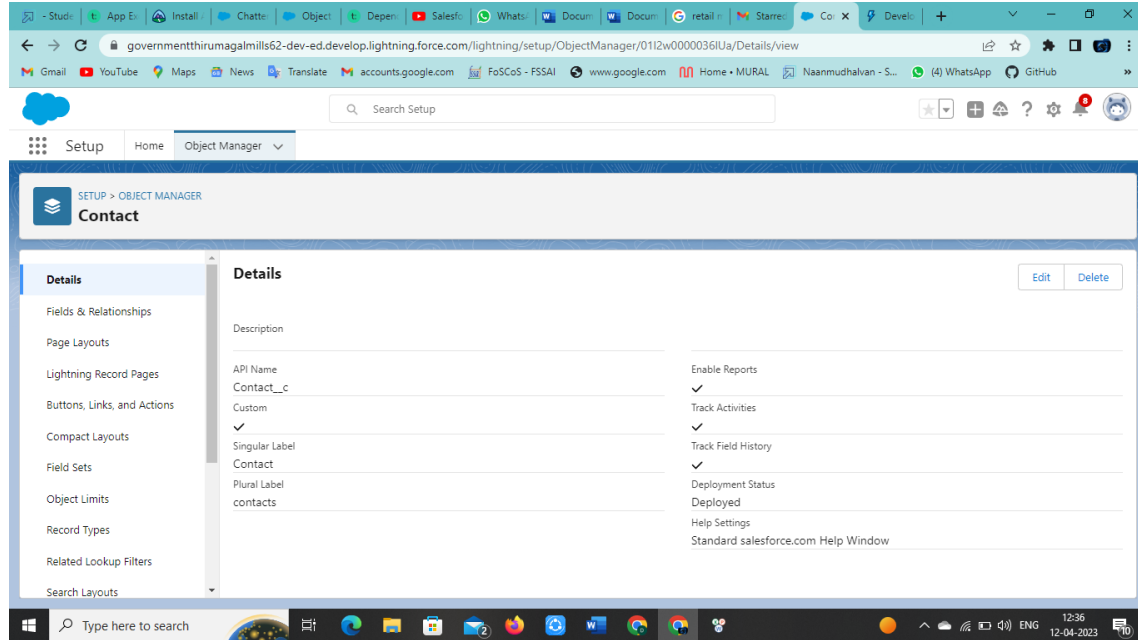
Search Layouts

ACTIVITY:2   CONTACT

Contact object is created for the customers contact to connected with them by accounts name and other details of the customers to contact

ACTIVITY:3   **REPORT**

Trailhead Profile Public URL

Team Leader : [**https://trailblazer.me/id/vijar123**](https://trailblazer.me/id/vijar123)

Team Member 1 : [**https://trailblazer.me/id/ykumar331**](https://trailblazer.me/id/ykumar331)

Team Member 2 : [**https://trailblazer.me/id/aanbarasan**](https://trailblazer.me/id/aanbarasan)

Team Member 3 : [**https://trailblazer.me/id/ashok4488**](https://trailblazer.me/id/ashok4488)

5.1   ADVANTAGES

*   **Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied.**

* **The retailer must keep a record of all the products coming into the store.**

* **The products must be well arranged on the assigned shelves according to size, colour, gender, patterns etc.**

5.2   <u>DISADVANTAGE</u>

*Lower Profit Margin

A large retailer can essentially tell a manufacturer, "We'll buy your product at this price only." The price the retailer sets often results in a lower-than-average profit margin for the manufacturer, which enables the retailer to sell the product for less than smaller retailers.

* **it's risky -** Because you are buying products in a bulk and you usually can't be sure that you will sell all the products

* **Unpredictable -**There are many factors in retailing so it's hard to predict all of them

* **Dealing With Customers -** You are dealing with a lots of customers, so you should put a lot of effort in to the service quality, to be sure that clients are happy

6.   **<u>APPLICATIONS</u>**

*   Salesforce is the world's #1 customer relationship management (CRM) platform.

  *   We help your marketing, sales, commerce, service and IT teams work as one from anywhere,so you can keep your customers happy everywhere.

*   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.

7. <u>CONCLUSION</u>

* Salesforce for Retail is a set of solutions built on the Salesforce platform designed to help retail companies manage their operations and customer relationships. These solutions include tools for managing inventory, sales, customer data, marketing, and more.

8. FUTURE SCOPE

* Better job oppertunities
* Better Carrer
* Autosales process
* Big Campanies Hiring
* Salesforce Everywhere
* Improvement customer relationship