📦 StockSense – Phase 1: Problem Understanding & Industry Analysis

Problem Statement

Organizations across industries like retail, manufacturing, logistics, and healthcare face challenges in managing inventory efficiently due to:

-Manual stock tracking leading to errors and delays.

-Fragmented systems that don't provide real-time stock levels or demand forecasts.

-Overstocking or stockouts that increase costs and reduce customer satisfaction.

-Limited access to automated tools, especially for small and medium-sized enterprises (SMEs).

-Inadequate reporting and analytics that hamper decision-making.

These problems result in missed sales opportunities, delayed replenishment, higher holding costs, and reduced operational efficiency.

A Salesforce-based inventory management solution is needed to automate stock tracking, provide real-time insights, and streamline procurement processes.

Objectives

-To enable real-time monitoring of inventory across warehouses and stores.

-To automate alerts for reorder points and overstock situations.

-To integrate inventory data with procurement and accounting systems.

-To provide analytical dashboards for forecasting demand, usage, and stock trends.

-To improve decision-making and reduce operational costs through actionable insights.

Use Cases

-Inventory Tracking:-Track stock levels, usage patterns, and reorder thresholds using barcode scanning and cloud-based data storage.

-Procurement Management:-Automate procurement requests, supplier coordination, and replenishment scheduling based on inventory needs.

-Analytics & Reporting:-Generate dashboards showing stock trends, forecast demand, and track warehouse utilization.

-Alerts & Notifications:-Send automated alerts via email or SMS when stock reaches reorder or overstock thresholds.

Integration & Access Control:-Provide seamless integration with ERP systems and customizable access permissions based on roles.

Stakeholder Analysis

-Inventory Managers: Require accurate, real-time stock data and alerts for replenishment.

-Warehouse Supervisors: Need to track inbound and outbound stock and ensure proper storage.

-Procurement Teams: Depend on stock data for timely orders and supplier coordination.

-Finance Teams: Use reports for budgeting, cost management, and forecasting.

-SME Owners: Seek affordable, easy-to-use tools that improve inventory visibility and reduce waste.

Business Process Mapping (Before Salesforce Implementation)

-Inventory entries done manually → prone to human error.

-Stock reporting is delayed → affecting replenishment decisions.

-No unified system → fragmented data and poor coordination.

-Overstocking and stockouts → increasing costs and lowering customer satisfaction.

With StockSense:

-Automated data entry → improved accuracy.

-Real-time tracking → faster response to stock changes.

-Central dashboard → unified view of inventory and procurement.

-Predictive analytics → proactive replenishment planning.

Industry-Specific Use Case Analysis

-Retail: Avoid stockouts during peak demand and streamline supply chain coordination.

-Manufacturing: Optimize raw material usage and reduce production halts.

-Logistics: Provide real-time inventory tracking across distribution networks.

-Healthcare: Track medical supplies and prevent critical shortages.

Similar to how customer onboarding works in retail CRM, or scheduling appointments in healthcare CRM, StockSense ensures inventory is managed proactively and efficiently.