



Business Domain Connect

Learn the Business Behind the Technology

RETAIL TRACK · SESSION 1 · FREE OVERVIEW

Retail at a Glance

Summary Notes

How a product moves from planning to a happy customer — and back into retail operations. The lifecycle, the channels, omnichannel, the systems behind it, and what QA teams should test.



Product



Inventory



Pricing



Order



Delivery



Returns



Finance

Inside these notes

1. Retail in simple words
2. The retail lifecycle at a glance
3. Channels a retailer operates
4. Omnichannel explained
5. Systems & integrations
6. One order, end to end
7. QA risks & learning checklist



Watch the full session

Scan to watch "Retail Life Cycle at a Glance" on the Business Domain Connect YouTube channel.

youtube.com/watch?v=KDyYRzb9fIA

What you will understand

A quick map of this session and why each part matters on a real retail project.



The full customer and product lifecycle

Lets you discuss retail systems with confidence.



Key retail systems and integrations

Helps you identify where data originates and changes.



Business flows and QA risks

Helps you create meaningful tests beyond screen validation.

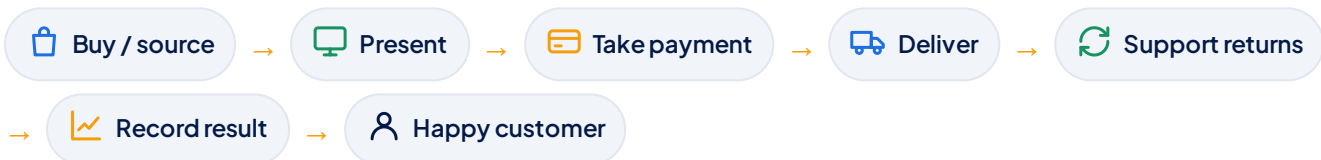


A learning checklist

Gives you a clear starting plan for project onboarding.

01 Retail in simple words

Retail is the business of **selling goods or services directly to customers**. A retailer buys, makes or sources products; presents them through stores and digital channels; takes payment; delivers the product; supports returns; and records the financial result.

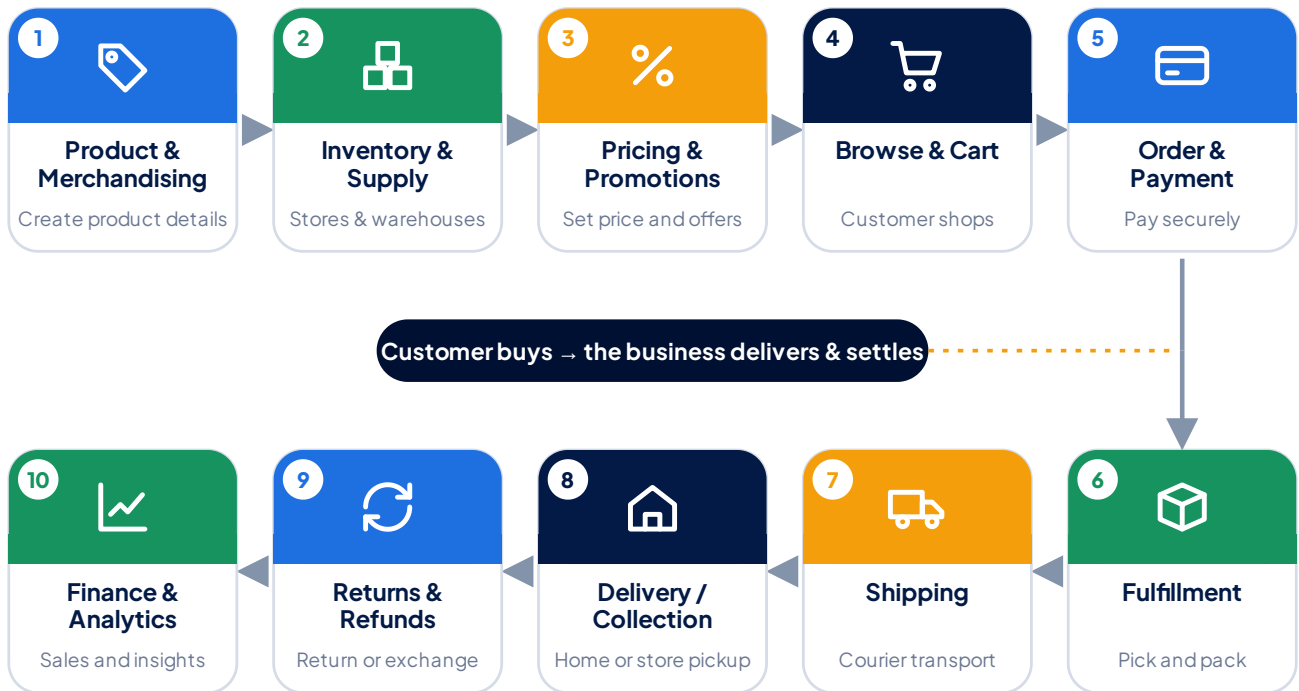


The core idea A retail transaction must keep **four truths aligned** — if any one drifts, customers, stock or money go wrong.



The retail lifecycle at a glance

A product moves from planning to a happy customer — and back into retail operations. Follow the numbers.



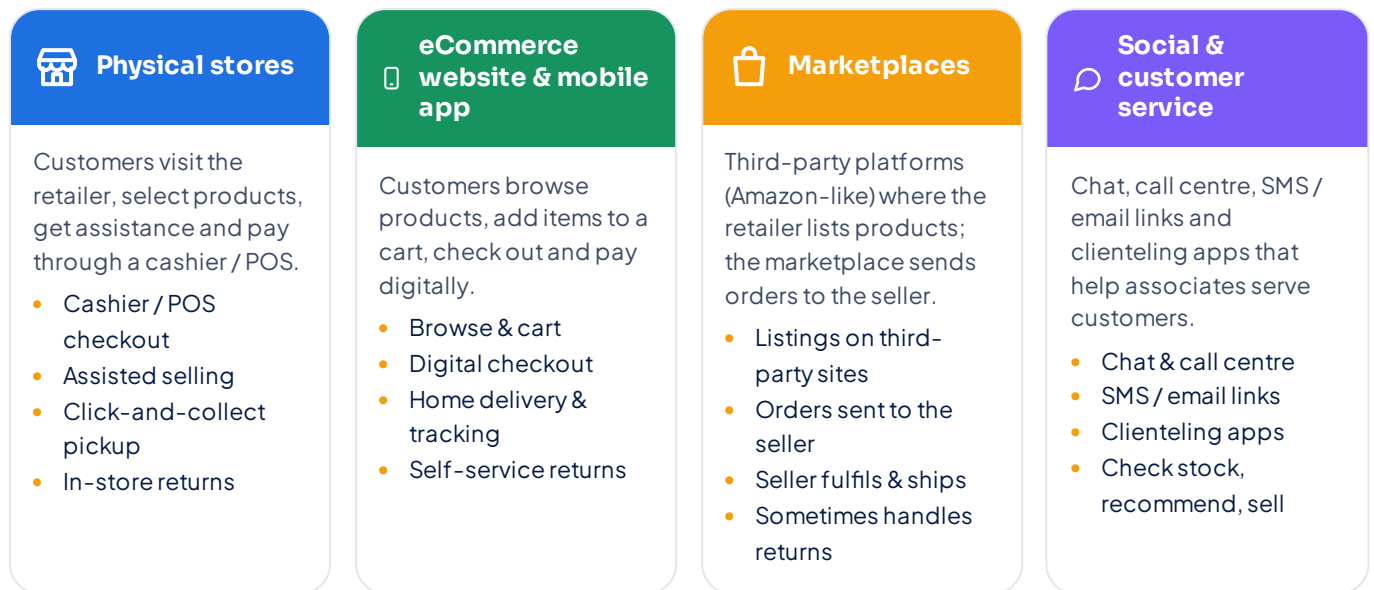
QA view: validate product data, availability, price, payment, order status, delivery updates, returns, refunds and financial reconciliation.

02 Seven stages, seven business questions

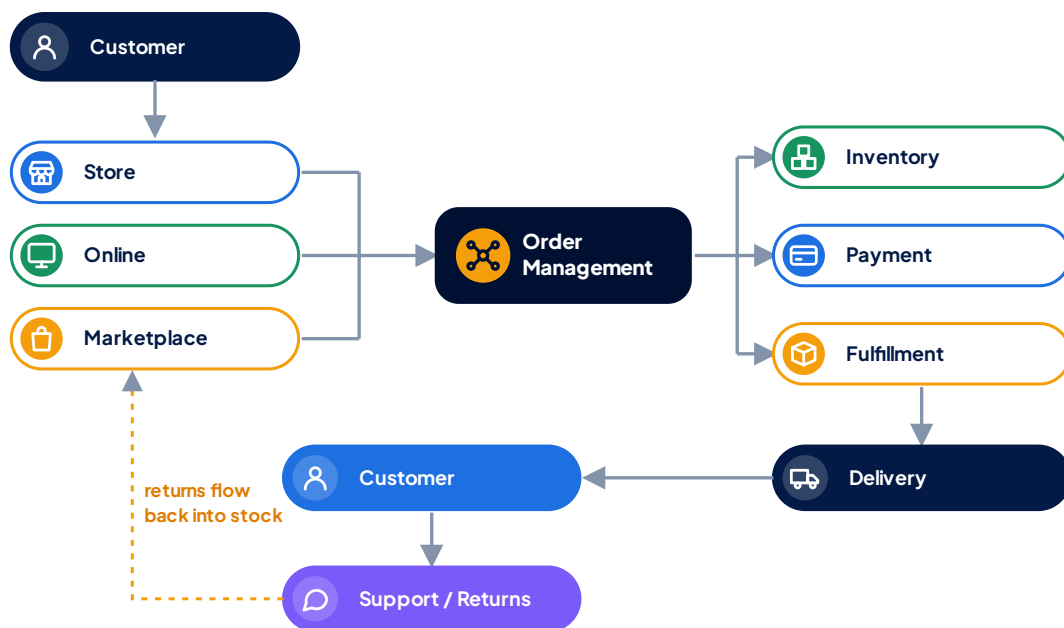
STAGE	BUSINESS QUESTION	TYPICAL OUTCOME
1. Product & merchandising	What are we selling and how should customers see it?	Product catalog, images, descriptions, assortments.
2. Inventory & supply	Where is it, and is it sellable?	Available-to-sell stock by store / warehouse.
3. Pricing & promotions	What should the customer pay?	Base price, sale price, coupon / offer eligibility.
4. Ordering & payment	What did the customer buy, and was payment accepted?	Order, payment authorisation / capture, receipt.
5. Fulfillment & delivery	How does the product reach the customer?	Pick, pack, ship, collect, deliver.
6. Returns & service	What happens after purchase?	Return decision, refund / exchange, stock disposition.
7. Finance & analytics	Did systems and money reconcile? What can improve?	Settlement, GL postings, sales and customer insights.

Channels a retailer may operate

Most retailers sell through several channels at once. Each one feeds orders into the same back office.



03 How every channel meets in one order flow



Read the flow

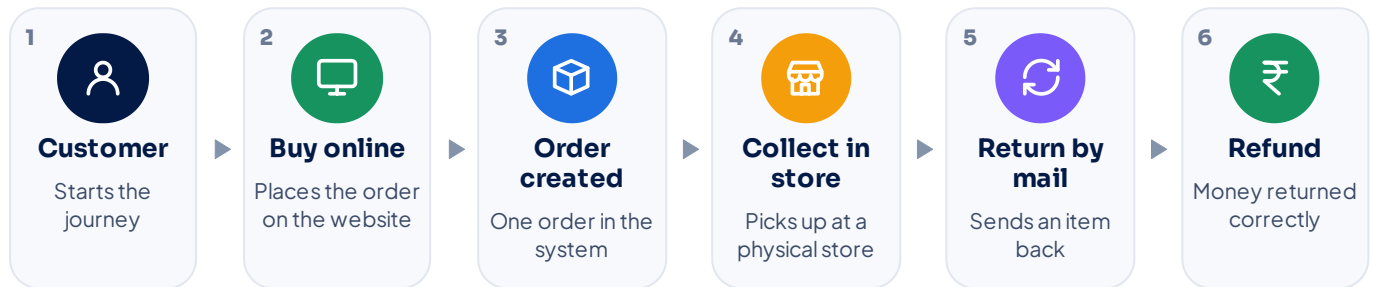
- 1 A customer shops in a **store**, **online** or on a **marketplace**.
- 2 Every channel creates an order in **order management**.
- 3 Order management checks **inventory**, confirms **payment** and releases the order to **fulfillment**.
- 4 The product is **delivered** or collected.
- 5 **Support and returns** close the loop — returned stock flows back into inventory.

What is omnichannel?

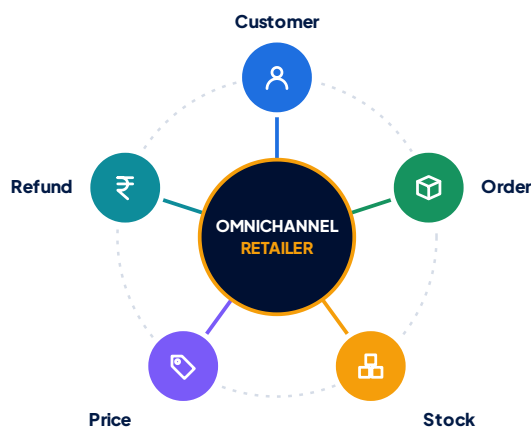
The customer experiences one consistent retailer — regardless of which channel they use.

Omnichannel A customer can **buy online** → **collect in store** → **return by mail**, while the retailer's systems keep the entire journey connected.

04 One customer journey across channels



05 All channels share the same information



What must stay in sync

- Customer** — one profile, history and loyalty (Icon: Person)
- Order** — visible to store, web and service (Icon: Box)
- Stock** — one available-to-sell number (Icon: Storefront)
- Price** — the same price and offers everywhere (Icon: Tag)
- Refund** — recognised in every channel (Icon: Rupee symbol)

💡 Example

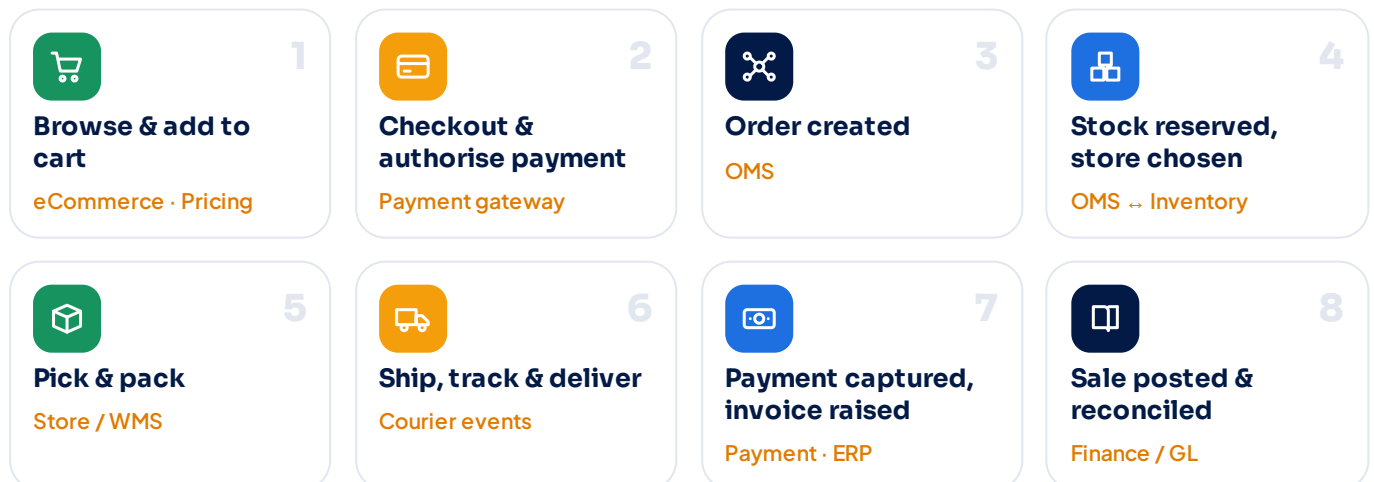
A customer buys a product online. The **store** should know about the order, the **correct price** should be applied, **inventory** should update, and a **return or refund** should be recognised across the relevant channels. That is what makes it feel like **one retailer rather than several disconnected systems**.

Key retail systems & integrations

Where data originates and where it changes. Every system talks to order management — and each line is an integration to test.



06 One order, end to end — a pair of shoes bought online



Business flows & QA risks

Test the business outcome, not just the screen. These are the defects that cost retailers money.

AREA	WHAT CAN GO WRONG	WHAT TO TEST
 Product & catalog	Wrong price, description or image shown in a channel	Catalog sync to every channel, attributes, images
 Inventory	Overselling; store and online stock don't match	Available-to-sell calculation, reservations, sync timing
 Pricing & promotions	Promotions stack or expire wrongly	Price hierarchy, coupon rules, rounding, GST
 Order & payment	Payment captured but order failed — or charged twice	Authorise / capture, retries, duplicate prevention
 Fulfillment & delivery	Wrong store sourced; status never updates	Sourcing rules, status events, notifications
 Returns & refunds	Refund without stock return, or a double refund	Return eligibility, refund method, stock disposition
 Finance	Sales don't reconcile with payments	Settlement files, GL postings, daily reconciliation

✓ Your learning checklist

- ☐ Draw the lifecycle for your project's retailer — product to finance
- ☐ List every channel the retailer sells through
- ☐ Name the system of record for product, price, stock, order and customer
- ☐ Trace one real order end to end, noting its ID in each system
- ☐ List the integrations and when they run — real-time or batch
- ☐ Write your top five risks and test scenarios for your module
- ☐ Learn the key terms and use them in your next stand-up

📖 Key terms

SKU	Stock keeping unit — one sellable item
ATS	Available to sell
POS	Point of sale — store checkout
OMS	Order management system
WMS	Warehouse management system
PIM	Product information management
BOPIS	Buy online, pick up in store
RMA	Return merchandise authorisation
ASN	Advance shipping notice
GL	General ledger



KEEP LEARNING

Watch Session 1 and continue the Retail track

Next: Merchandise Planning & Assortment · Sourcing, Vendors & Purchase Orders · Supply Chain & Distribution Centres

youtube.com/watch?v=KDyYRzb9fIA

