**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 03-11-2023 |
| Project Name | A CRM APPLICATION FOR WHOLESALE RICE MILL |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Product Diversity and Inventory Management:  Managing a wide range of cosmetics products, including makeup, skincare, haircare, and fragrances.  Optimizing inventory control to minimize overstocking and understocking issues.  Tracking product shelf life and expiration dates to avoid wastage |
|  | Idea / Solution description | Sales and Customer Management:  Customer profiles: Create and maintain detailed customer profiles, tracking their purchase history and preferences.  Loyalty program integration: Implement and manage customer loyalty programs with points and rewards.  Efficient sales processing: Utilize the intuitive POS system to process sales, returns, and exchanges seamlessly. |
|  | Novelty / Uniqueness | Personalized Beauty Profiling:  Implement an AI-driven system that allows customers to create personalized beauty profiles. By analyzing skin type, tone, and product preferences, the system can suggest tailored product recommendations and makeup tutorials, enhancing the customer's shopping experience. |
|  | Social Impact / Customer Satisfaction | Accessibility and Inclusivity: By efficiently managing inventory and offering a wide range of cosmetic products, stores can cater to diverse customer needs, including those with specific preferences, skin tones, or skin types. This promotes inclusivity and ensures that a broader customer base can access products that meet their requirements. |
|  | Business Model (Revenue Model) | Subscription-Based Model:  In this model, customers pay a regular subscription fee to access and use the cosmetics store management software. The subscription can be billed on a monthly, quarterly, or annual basis, depending on the preferences of the software provider and the customers. This model offers a predictable and recurring revenue stream for the software company. |
|  | Scalability of the Solution | Modular Architecture: The solution should have a modular architecture, allowing for the addition or removal of modules and features as the store's requirements evolve. This makes it easier to scale up or down as needed.  Cloud-Based Infrastructure: Utilizing cloud-based infrastructure for data storage and processing provides scalability benefits. Cloud services can be scaled up or down as the store's demand fluctuates, allowing for cost-efficient resource allocation.  Multi-Store Support: If the cosmetic store management solution is intended for a retail chain with multiple locations, it should support centralized management of all stores. Adding new stores to the system should be straightforward.  Data Scalability: The system should efficiently handle a growing database of products, customer information, and sales data. Implementing data partitioning and indexing can ensure that database performance remains optimal as the volume of data increases.  Integration Capabilities: The solution should be able to integrate with other software and systems, such as e-commerce platforms, accounting software, or marketing tools. This allows for the easy incorporation of new technologies as the store expands. |