

Ideation Phase

Define the Problem Statements

Date	02 NOVEMBER 2025
Team ID	NM2025TMID00789
Project Name	CRM for Jewel Management
Maximum Marks	2 Marks

Customer Problem Statement:

Jewellery shop owners and staff face challenges in managing customer relationships and tracking inventory using separate systems. This results in stock mismatches, poor customer follow-up, and loss of potential repeat sales. Customers often do not receive timely updates about offers, new arrivals, or order statuses, reducing engagement and trust.

They need a unified CRM and inventory management system that maintains accurate stock records, tracks customer purchase history, and automates communication. A centralized system would prevent data duplication, reduce manual work, and improve overall customer satisfaction and business performance.

Example:

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A Jewellery Shop Owner	Manage both customer records and product inventory	It takes too much time and causes confusion	Data is stored separately in books or different software	Frustrated and disorganized
PS-2	A Sales Staff	Track stock while billing customers	The system doesn't update inventory automatically	There's no real-time link between sales and stock	Worried about giving wrong information

Problem Statement PS-1:

As a jewellery shop owner, I am trying to maintain both customer details and jewellery stock efficiently, but it becomes difficult because the records are stored in multiple places and often get outdated. This makes me feel frustrated and disorganized, as I cannot track loyal customers or verify stock availability accurately.

Problem Statement PS-2:

As a sales staff member, I want to update stock details automatically when a sale is made, but the current system does not link billing and inventory together. This causes confusion during busy hours and sometimes leads to incorrect stock entries or missing items. It makes me feel worried about giving wrong information to customers and losing their trust.

A CRM-integrated inventory system would help in real-time stock updates, reduce manual errors, and improve accuracy during sales transactions, ensuring smooth customer service and reliable inventory tracking.