

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	02 NOVEMBER 2025
Team ID	NM2025TMID00789
Project name	CRM for Jewel Management
Marks	4 Marks

#### **Project Name: CRM for Jewellery Inventory System**

This guided project demonstrates the development of a Customer Relationship Management (CRM) system integrated with an inventory module for jewellery businesses. The system is designed to help jewellery stores efficiently manage customer relationships, sales records, and stock details in a unified platform. It enables shop owners to store customer profiles, track purchase histories, and maintain an updated view of available jewellery items, including gold, silver, and diamond products.

#### **Step 1: Team Gathering, Collaboration and Problem Selection**

During the team meeting, various challenges in jewellery store management were discussed. The team analyzed issues such as manual billing, inconsistent stock records, and poor customer communication. After evaluating the impact and feasibility, the team finalized the problem of integrating CRM and inventory management into a single system.

## **Step 2: Brainstorm, Idea Listing and Grouping**

**Brainstorming:** Team members contributed different ideas to simplify jewellery business management.

Some of the ideas included:

- Maintaining a centralized database for all customer and product records
- Sending automated messages for purchase follow-up or offers
- Real-time inventory updates when a sale is made
- Generating daily sales and stock reports
- Tracking loyalty points and customer purchase trends

### **Idea Listing:**

1. Centralized CRM for customers
2. Automatic stock updates after each sale
3. Notification system for offers and events
4. Loyalty points and personalized offers Report generation for sales and inventory

### **Grouping:**

The ideas were grouped into three modules:

- 1. Customer Management** – profiles, purchase history, feedback
- 2. Inventory Management** – product updates, availability tracking
- 3. Business Insights** – sales reports, reminders, offers

## Step 3: Idea Prioritization

Priority	Idea	Reason
High	Customer and inventory integration	Core project functionality
High	Real-time stock updates	Prevents stock mismatch
Medium	Notifications and offers	Improves customer engagement
Medium	Reports and analytics	Helps in decision making
Low	Loyalty points	Future enhancement

## Product Ideas- Prioritization Matrix



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