

## Project Design Phase

### Problem – Solution Fit Template

Date	02 November 2025
Team ID	NM2025TMID00789
Project name	CRM Application for jewel management
Marks	2marks

#### **Project name: CRM for jewellery inventory system**

The Problem-Solution Fit helps identify the key challenges faced by jewellery businesses and ensures that the proposed solution directly addresses those needs. In many jewellery stores, customer management and inventory tracking are handled separately using manual logs or basic billing software. This leads to inaccurate stock data, missed sales opportunities, and poor customer engagement.

Our project, “**CRM for Jewellery Inventory System**,” solves this by integrating **customer relationship management** with **inventory control** in one unified digital platform. The system maintains accurate stock records, customer profiles, purchase history, and automated communication such as birthday or festival offers. It ensures that every sale automatically updates the inventory while linking it to the respective customer record, improving data accuracy and workflow efficiency.

By implementing this system, jewellery shop owners can enhance customer satisfaction through personalized service, prevent inventory mismatches, and make better business decisions using real-time analytics. This solution creates a strong bridge between **customer experience and business operations**, ensuring faster service, reduced errors, and long-term customer loyalty.

## **Purpose:**

- Solve practical business problems by integrating CRM and inventory processes.
- Increase customer retention through personalized engagement and timely communication.
- Improve inventory accuracy by automating stock updates after every transaction.
- Support business growth through real-time sales insights and reports.
- Help jewellery stores transition from manual systems to a digital, efficient, and error-free solution.

## **References:**

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>