Project Design Phase
Proposed Solution

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Jewellery shop owners face difficulties in maintaining accurate stock and customer
2.	Idea / Solution Description	The proposed system is a CRM-integrated Inventory Management Platform for jewellery
3.	Novelty / Uniqueness	The system uniquely combines Customer Relationship Management and Inventory
4.	Social Impact / Customer Satisfaction	Enhances customer experience through personalized offers and timely updates.
5.	Business Model (Revenue Model)	The solution can be offered as a subscription-based web application for jewellery shop owners.
6.	Scalability of the Solution	The system can be scaled for multiple branches or franchises, with role-based access

Solution Description:

To streamline jewellery business operations, the CRM for Jewellery Inventory System integrates customer management with real-time inventory tracking. The platform allows shop owners to record customer details, manage stock levels, and automate communication for offers and reminders. When a sale occurs, the system automatically deducts the sold item from inventory and updates the customer's purchase history.

The solution provides analytics and reports that help identify customer trends, popular products, and stock requirements. This approach eliminates manual errors, reduces administrative effort, and enhances customer loyalty through efficient digital management. The proposed solution ensures accuracy, efficiency, and long-term growth for jewellery businesses.