PROJECT DESIGN PHASE

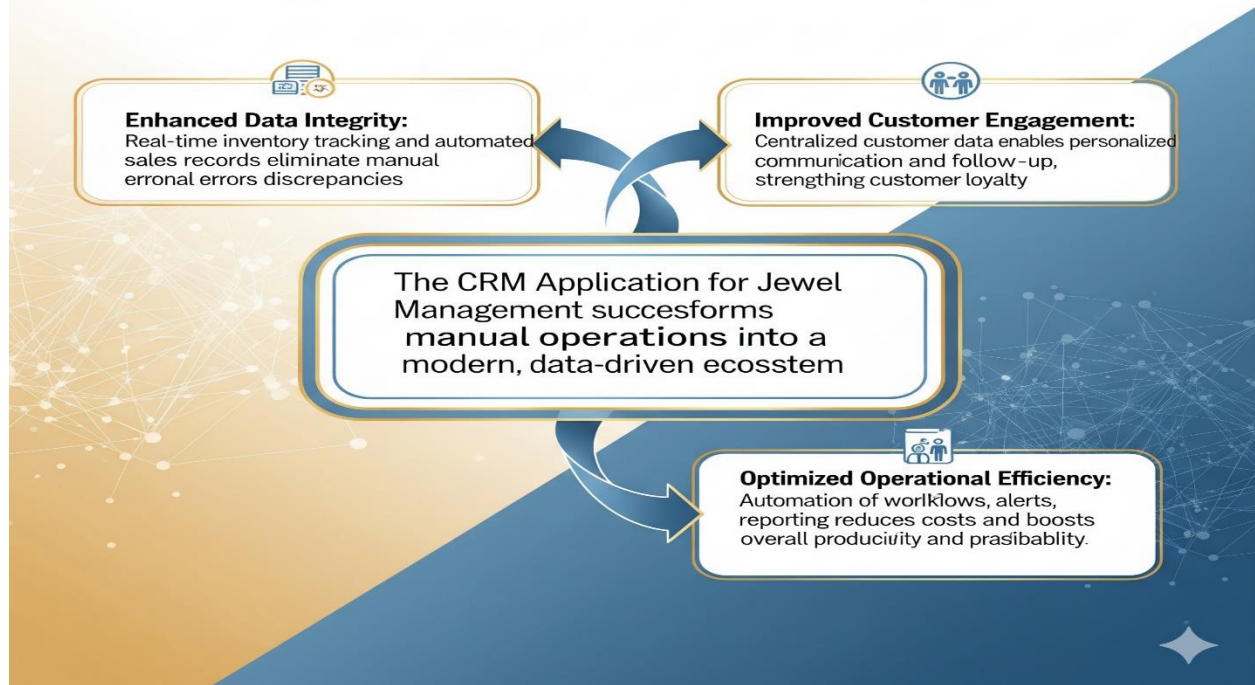## Proposed Solution

Date	1 November 2025
Team ID	NM2025TMID06045
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Jewellery businesses face challenges in efficiently managing large inventories, tracking item-wise sales, and maintaining accurate records. Manual systems or spreadsheets cause data errors, loss of visibility, and delays in customer service.
2.	Idea / Solution Description	A Salesforce-based CRM Application for Jewel Management is designed to automate and streamline jewellery store operations. It enables real-time inventory tracking, customer data management, and sales monitoring through a single integrated platform. The system uses Salesforce objects, relationships, and automation tools to ensure efficiency and data accuracy.
3.	Novelty / Uniqueness	The solution leverages Salesforce CRM capabilities to create a customized and domain-specific jewellery management system, eliminating the need for multiple standalone tools. It introduces dynamic dashboards, automated flows, and email alerts tailored to the jewellery retail and manufacturing environment.
4.	Social Impact / Customer Satisfaction	By reducing manual effort, human error, and data loss, the system ensures higher productivity and improved customer satisfaction. Sales teams can respond faster, maintain transparency, and build stronger customer relationships through personalized communication and efficient service.
5.	Business Model (Revenue Model)	The CRM system can be deployed as a subscription-based service (SaaS) for jewellery stores and manufacturers. It saves time, optimizes inventory, and reduces operational costs while offering valuable insights through reports and analytics — leading to greater profitability.
6.	Scalability of the Solution	The application can be scaled to handle multiple branches, integrate with billing systems, or expand to include supplier management and customer loyalty modules. Salesforce's cloud infrastructure supports future scalability and multi-user access.

Solution Description:

The CRM Application for Jewel Management offers an intelligent and automated approach to handling jewellery business operations. Built on Salesforce, it centralizes data for inventory, sales, and customer management, ensuring seamless coordination between departments.

The solution involves:

- Creating custom Salesforce objects for jewellery items, categories, and transactions.
- Using validation rules and formula fields to maintain data consistency.
- Implementing flows and automation for purchase, sales, and reorder alerts.
- Setting up email templates and notifications for customer interactions.
- Designing reports and dashboards to visualize sales trends, inventory status, and performance metrics in real time.

This project enhances efficiency, transparency, and decision-making by transforming traditional jewellery management into a modern CRM-driven ecosystem.