

PROJECT DESIGN PHASE

Problem – Solution Fit Template

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

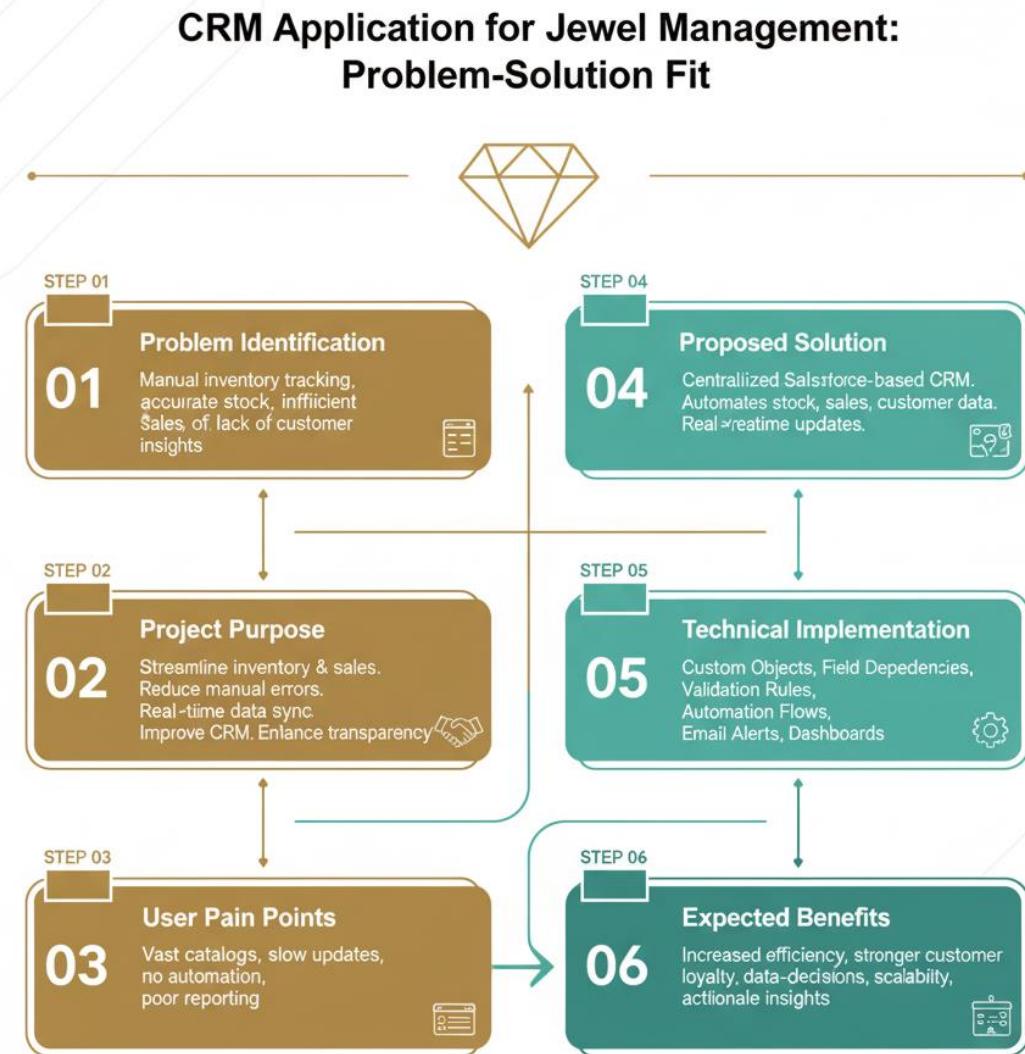
Problem – Solution Fit Template:

The Problem–Solution Fit refers to identifying a genuine problem faced by jewellery businesses and creating a CRM-based solution that directly addresses it. The goal is to align business pain points with a technology-driven system that improves workflow, data accuracy, and customer satisfaction.

Purpose:

- To streamline jewellery inventory management and sales operations through an integrated CRM platform.
- To reduce manual work and human errors by automating stock tracking, billing, and customer communication.
- To ensure real-time synchronization of sales and inventory data for better decision-making.
- To improve customer relationship management using Salesforce features such as automation, reports, and dashboards.
- To enhance transparency, accountability, and operational efficiency in jewellery retail and manufacturing processes.

Template:



Through this project, users learn how to design a real-time Salesforce application, perform data modelling, build custom user interfaces, and integrate reports and dashboards for actionable insights. The CRM-based approach not only simplifies daily operations but also strengthens customer loyalty, enabling jewellery businesses to make data-driven decisions and scale efficiently.