

# IDEATION PHASE

## Define the Problem Statements

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

### Customer Problem Statement Template:

Jewellery retailers and manufacturers often face difficulties in managing inventory, tracking sales, and maintaining accurate records of thousands of items across multiple categories such as gold, silver, diamond, and gemstones. Manual systems or basic spreadsheets are inefficient, prone to human error, and fail to provide real-time visibility into stock and customer information.

These challenges lead to stock discrepancies, delayed order fulfillment, poor customer insights, and revenue loss. A CRM-based Jewel Management Application is required to streamline inventory operations, automate workflows, and integrate customer data for better sales forecasting and decision-making.

By developing this Salesforce-based solution, jewellery businesses can ensure real-time inventory tracking, automated notifications, and improved customer engagement — ultimately boosting productivity and profitability.



**Example:**

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A Jewellery Store Owner	Manage stock levels efficiently	I can't track real-time inventory	manual records are inconsistent and delayed	frustrated and uncertain about stock accuracy
PS-2	A Sales Executive	Generate customer-specific sales reports	I have to gather data manually	there is no automated CRM system	overwhelmed and less productive

**Problem Statement PS-1:**

As a jewellery store owner, I am trying to maintain an up-to-date record of available stock, sales, and new arrivals. However, I cannot track inventory in real-time because my current system relies on manual entries and spreadsheets.

This leads to errors in product availability, overstocking, or missed sales opportunities. I need a centralized system that automatically updates stock levels and provides accurate insights across all product categories. This would help improve sales forecasting and ensure smooth order processing.

**Problem Statement PS-2:**

As a sales executive, I want to efficiently manage customer relationships, track their purchase history, and send personalized offers. However, due to the absence of an integrated CRM system, I must compile data manually from multiple sources, which is time-consuming and error-prone.

This affects customer engagement and delays communication. A Salesforce-based CRM application would allow me to automate customer data handling, set reminders for follow-ups, and send email alerts directly — increasing efficiency and customer satisfaction.