

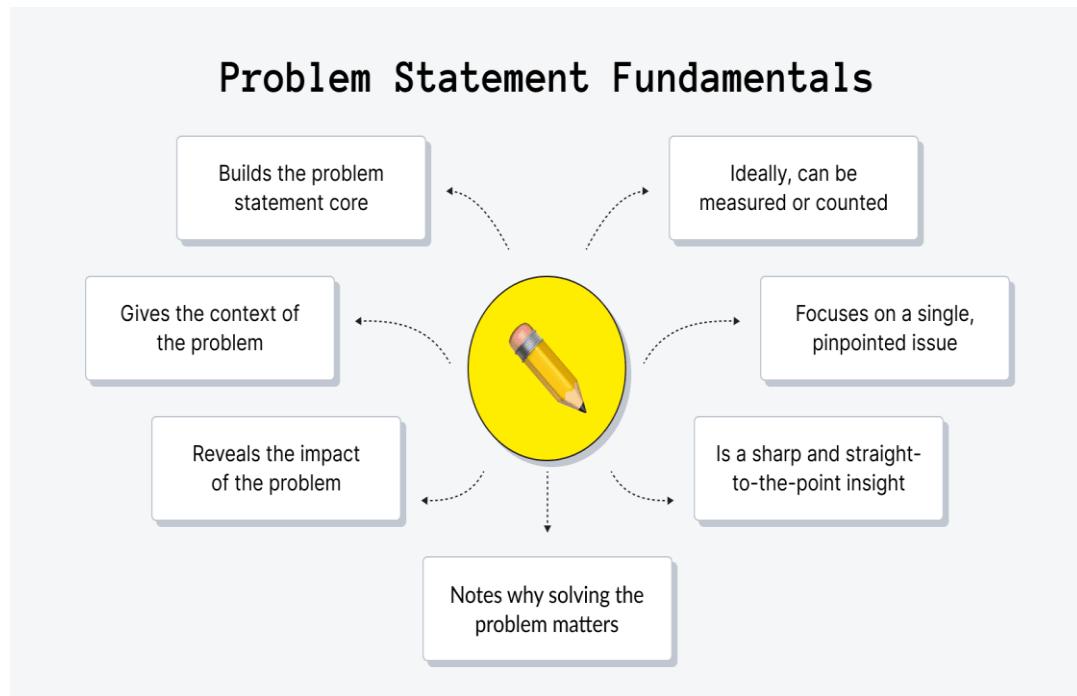
## DEFINE PROBLEM STATEMENT

Date	23 October 2025
Team ID	NM2025TMID01094
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

### Problem Statement :

Jewelry businesses face significant challenges due to manual record-keeping, inefficient communication, and error-prone inventory tracking. Customers often experience frustration from lack of real-time updates, clarity about purchases, or timely after-sales service. Business owners struggle with maintaining accurate sales, stock, and financial data. These challenges reduce overall efficiency and can negatively impact customer loyalty and business growth.

The CRM Jewel Management project aims to address these challenges by creating a cloud-based platform that enhances customer experiences, ensures data accuracy, supports personalized marketing, and optimizes every stage of jewelry retail operations.



In today's competitive jewelry retail industry, many local jewelers continue to use manual processes to manage daily operations, resulting in misplaced customer records, inefficient inventory tracking, delayed billing, and inadequate communication with clients. Customers often face inconvenience due to the lack of transparency in order processing, uncertainty over product availability and delivery timelines, and insufficient after-sales service. Store owners struggle to maintain accuracy in stock management, pricing updates for precious metals and stones, employee performance tracking, and financial record-keeping, which leads to operational inefficiencies and lower customer satisfaction.