# Proposed Solution Template

| Date | 25 June 2025 |
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| Team ID | LTVIP2025TMID31434 |
| Project Name | CRM Application for Jewel Management - (Developer) |

**Proposed Solution Template:**

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Jewelry businesses often lack a centralized system to manage customer relationships, track sales, monitor inventory, and follow up with clients effectively. Manual processes or disconnected systems lead to missed sales opportunities and poor customer retention. |
| 2. | Idea / Solution description | We propose a CRM application built on Salesforce tailored for jewel management. The system will automate customer data management, track purchases and preferences, send timely follow-ups and promotional offers, manage inventory, and generate reports for decision-making. |
| 3. | Novelty / Uniqueness | This CRM is designed specifically for the jewelry domain, integrating features like customized client profiles for special occasions (anniversaries, weddings), loyalty program tracking, and real-time inventory alerts for exclusive pieces. |
| 4. | Social Impact / Customer Satisfaction | The system enhances customer satisfaction by enabling personalized service, quicker responses, and targeted offers. It builds trust and loyalty, improving customer retention and overall brand image in the competitive jewelry market. |
| 5. | Business Model (Revenue Model) | The solution will follow a subscription-based SaaS model for jewelry businesses, with tiered pricing based on business size. Additional revenue can be generated through setup support, training, and customization services. |
| 6. | Scalability of the Solution | Built on Salesforce, the application is highly scalable. It can serve single-store jewelers as well as multi-location chains. Future modules like e-commerce integration, AI-powered recommendations, and multilingual support can be added easily. |