

PROJECT DESIGN PHASE PROBLEM – SOLUTION FIT TEMPLATE

CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)

Date	30 June 2025
Team ID	LTVIP2025TMID31185
Project Name	CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)
Maximum Marks	2 MARKS

 Proposed Solution Template: CRM Application for Jewelry Management

S. No. Parameter Description

- 1. Problem Statement**
(Problem to be solved) Jewelry businesses face difficulty managing customer relationships, tracking high-value inventory, and delivering personalized service. Existing CRM tools are too generic and don't support jewelry-specific needs such as gemstone-level tracking, custom orders, and luxury client engagement.
- 2. Idea / Solution Description** Develop a jewelry-specific CRM application that integrates customer management, inventory control, personalized sales communication, repair/warranty tracking, and analytics into a single platform. The CRM will cater to the operational and customer experience needs of both small boutique jewelers and larger retail chains.
- 3. Novelty / Uniqueness** Unlike generic CRMs, this solution is customized for jewelry businesses:
 - Tracks inventory by type (gem, metal, design).
 - Supports customer lifecycle features like gift reminders, anniversaries, and VIP segmentation.
 - Visual product linking and repair management are tailored for jewelry operations. Seamless integration with POS and eCommerce platforms makes it stand out.
- 4. Social Impact / Customer Satisfaction**
 - Improves customer experience through personalized service and timely follow-ups.
 - Enables smaller jewelers to compete with large chains via professional tools.
 - Reduces waste, theft, and manual error, improving operational efficiency.
 - Builds long-term trust and relationships with clients.
- 5. Business Model (Revenue Model)**
 - Subscription-based SaaS model – monthly or annual plans based on store size and number of users.
 - Add-ons for integrations, premium features, or advanced analytics.
 - Setup and customization fees for premium enterprise clients.
- 6. Scalability of the Solution** The solution is built on a cloud-based architecture, allowing for easy scaling across geographies and customer sizes. Can be extended to multi-branch stores and

integrated with multiple channels (offline + online sales). Potential to expand into allied verticals like watches or luxury accessories.