

PROJECT REPORT FORMAT

Final Report: CRM Application for Jewellery Management

1. INTRODUCTION

1.1 Project Overview

This project is a CRM (Customer Relationship Management) application tailored for the Jewellery business. It streamlines customer data, orders, inventory, billing, and employee interactions in a single platform.

1.2 Purpose

To digitize and optimize the jewellery retail management process, enhance customer relationships, and provide efficient business insights for decision-making.

2. IDEATION PHASE

2.1 Problem Statement

Jewellery stores face challenges managing customers, inventory, custom orders, and after-sales service. Existing solutions are either too generic or expensive.

2.2 Empathy Map Canvas

Identified pain points:

- Manual customer tracking
- Poor follow-up system
- Mismanagement of orders and repairs

Gains:

- Increased sales follow-ups
- Accurate stock reports
- Personalized service

2.3 Brainstorming

Features proposed:

- Customer database
- Purchase history tracker
- Repair/Return module
- Notifications (SMS/email)

3. REQUIREMENT ANALYSIS

3.1 Customer Journey Map

1. Customer visits store/website
2. Data entry into CRM
3. Orders tracked and fulfilled
4. Follow-up and feedback

3.2 Solution Requirement

- User-friendly dashboard
- Admin/Staff roles
- Order & repair tracking
- Reports & analytics

3.3 Data Flow Diagram

- Customers → Orders → Inventory → Billing → Feedback
- Admin ↔ CRM System ↔ Database

3.4 Technology Stack

- Frontend: React.js
- Backend: Node.js/Express
- Database: MongoDB
- Hosting: Firebase/Vercel

4. PROJECT DESIGN

4.1 Problem Solution Fit

Proposed CRM addresses all jewellery-specific issues like custom order management and client retention.

4.2 Proposed Solution

A web-based CRM platform accessible via desktop/mobile with role-based access and automated communications.

4.3 Solution Architecture

Client → Web App → REST API → Database
Authentication & Authorization Layer
Notification Service

5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

Divided into 5 sprints:

- Sprint 1: UI/UX & Database Design
 - Sprint 2: Customer & Product Modules
 - Sprint 3: Billing & Order Tracking
 - Sprint 4: Notification System
 - Sprint 5: Testing & Deployment
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6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

Tested for:

- Load time under 2 seconds
 - Concurrent users: up to 100
 - Mobile responsiveness
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7. RESULTS

7.1 Output Screenshots

[Placeholder: Include screenshots of Login, Dashboard, Customer Module, Order Tracking, Reports, etc.]

8. ADVANTAGES & DISADVANTAGES

Advantages:

- Jewellery-specific modules
- Cost-effective
- Scalable

Disadvantages:

- Requires internet access
 - Limited offline support
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9. CONCLUSION

The Jewellery CRM application successfully addresses operational gaps in traditional jewellery businesses and improves customer engagement.

10. FUTURE SCOPE

- Mobile app version
 - AI-based customer recommendations
 - WhatsApp integration
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11. APPENDIX

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Source Code: [<https://github.com/MuneppaChennappa123/M-Chennappa-/tree/5ad318c7ea99547b6838e2a434f2a9c1e2b31006/De>]

Dataset Link: N/A

Demo Link: [Project demo placeholder]