

Project Design Phase
CRM Proposed Solution Template

Date	26/06/20255 L
Team ID	LTVIP2025TMID31185
Project Name	Crm Application For Jewel Management -(Developer)
Maximum Marks	2 Marks

CRM Proposed Solution Template:

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).</

li>Supports customer lifecycle

features like gift reminders, anniversaries,

and VIP segmentation.Visual

product linking and repair management

are tailored for jewelry operations.</p>

ul> Seamless integration with POS and

eCommerce platforms makes it stand

out.

4. Social Impact / Customer Satisfactionjewelers 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