

Project Design Phase

Proposed Solution

Date	01/11/2025
Team ID	NM2025TMID04501
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Jewellery stores face difficulty in managing customer information, sales records, and inventory details efficiently. Manual data entry often causes duplication, pricing errors, and poor tracking of jewellery stock such as gold, silver, and diamond items.
2.	Idea / Solution Description	A Salesforce-based CRM application is developed to manage customer relationships, product inventory, and sales transactions in one unified system. The application includes features like formula fields for automated price calculations, validation rules for data accuracy, and dashboards for performance tracking.
3.	Novelty / Uniqueness	The project integrates both CRM and inventory management within Salesforce using native features. It eliminates the need for external systems by using built-in automation, relationship fields, and business rules, making the solution efficient and cost-effective.
4.	Social Impact / Customer Satisfaction	The solution improves customer experience by providing real-time updates, error-free billing, and quick service. It enhances trust between the jewellery business and customers by ensuring accurate records, transparent transactions, and personalized communication.
5.	Business Model (Revenue Model)	The CRM application can be offered as a subscription-based model for jewellery businesses. It reduces operational costs, saves time, and increases sales efficiency, helping businesses boost overall profitability.

S.No.	Parameter	Description
6.	Scalability of the Solution	The system can be easily scaled for large jewellery chains or wholesalers. Additional modules like supplier management, employee tracking, or online order integration can be added to expand functionality.

Solution Description:

To streamline jewellery business operations, the proposed CRM Application for Jewel Management integrates customer, sales, and inventory data into a single Salesforce platform. The solution automates routine processes such as price calculations, customer follow-ups, and stock updates through formula fields and validation rules.

Sales executives can easily access customer purchase histories, payment statuses, and product details in one interface. Admins can generate detailed reports and dashboards to monitor business performance in real time. Automated email alerts and flow-based actions ensure that no critical updates or sales activities are missed.

This CRM system enhances data accuracy, customer satisfaction, and operational efficiency, reducing manual effort and improving sales outcomes for jewellery businesses.

Conclusion:

The project “CRM Application for Jewel Management” effectively addresses the challenges faced by jewellery businesses in maintaining accurate records, managing inventory, and improving customer engagement. By implementing Salesforce-based automation, the project ensures better data integrity, time management, and productivity.

This solution not only simplifies business operations but also builds a foundation for digital transformation in the jewellery industry. With features like real-time dashboards, cross-object formulas, and automated workflows, it enables smarter decision-making and ensures sustainable business growth.