

Project Design Phase

Problem – Solution Fit Template

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

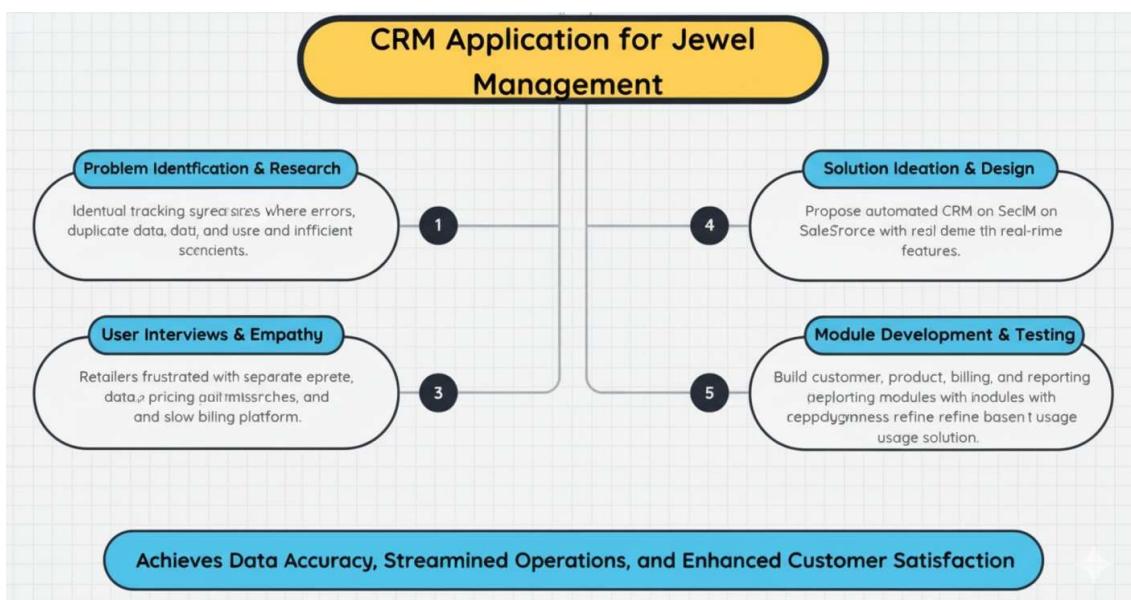
Problem – Solution Fit Template:

The Problem–Solution Fit means identifying a key problem faced by jewellery businesses and developing a CRM-based solution that effectively addresses it. It ensures that the proposed system truly meets the business needs, enhances workflow, and delivers measurable value. This phase helps designers and developers align the technical features of the solution with the actual pain points of jewellery store owners, managers, and sales teams.

Purpose:

- Solve complex inventory and customer management problems using an integrated CRM platform.
- Improve business efficiency by automating repetitive sales and record-keeping tasks.
- Build stronger customer relationships through accurate data and timely communication.
- Increase reliability by eliminating manual errors and ensuring real-time stock visibility.
- Understand jewellery business operations deeply to design a system that truly supports daily workflows.

Template:



The project “**CRM Application for Jewel Management**” addresses the major challenges faced by jewellery businesses in managing customers, inventory, and sales efficiently. By centralizing all operations within a single Salesforce-based CRM system, this project provides an intelligent solution to replace traditional manual tracking methods.

The system enables store owners and sales staff to monitor stock levels, update gold and silver prices automatically using formula fields, and manage customer transactions with ease. It also integrates features like validation rules, email alerts, and dashboards to ensure accuracy and real-time decision-making.

This solution significantly improves business productivity, minimizes human errors, and enhances customer satisfaction. With the successful implementation of data modelling, process automation, and smart reporting, the CRM Application for Jewel Management builds a strong foundation for digital transformation in the jewellery industry.