

## Ideation Phase

### Define the Problem Statements

Date	03 Nov 2025
Team ID	NM2025TMID02722
Project Name	CRM Application For Jewel Management System
Maximum Marks	2 Marks

#### 2.1 Background

Jewellery stores, especially small to medium-sized businesses, often rely on manual record-keeping or basic spreadsheets to manage sales, billing, and stock inventory. This leads to frequent calculation errors, poor stock tracking, and delayed customer service. Implementing a digital Jewellery Management System will help streamline operations, automate billing, and enhance customer satisfaction through data accuracy and transparency.

#### 2.2 Problem Description

- Manual billing and invoice creation result in errors and time delays.
- Difficulty in tracking jewellery inventory, product categories, and sales records.
- Lack of customer insights and purchase history tracking.
- No real-time reporting or analytics for business decisions.
- Inefficient coordination between sales, billing, and stock management

Issue	Root Cause	Impact
Inventory errors	Manual stock updates and lack of automated tracking	Inaccurate product availability
Billing delays	No integrated billing system	Reduced customer satisfaction

### **2.3 Root Cause Analysis**

Customer mismanagement	No centralized customer database	Loss of repeat business
Poor decision-making	No real-time data or analytics	Limited business insights
Communication gaps	No alert or notification system	Missed updates and reduced efficiency

### **2.4 Problem Statement**

Jewellery stores require a centralized and automated system to efficiently manage inventory, billing, and customer information while providing real-time insights, sales tracking, and improved service communication.

### **2.5 Project Boundaries**

In Scope	Out of Scope
Inventory and Billing Management	Integration with third-party payment gateways
Customer and Sales Tracking Modules	Mobile app development
Reports, Dashboards, and Notifications	External vendor management systems

### **2.6 Expected Benefits**

- Automated inventory and billing reduce manual work and human error.
- Real-time analytics support better sales forecasting and planning.
- Improved customer satisfaction through faster billing and order tracking.
- Increased transparency in stock movement and sales performance.
- Enhanced operational efficiency leading to better profitability.

### **Customer problem Statement**

