Ideation Phase

Brain Storm And Idea Prioritization Template

Date	03 Nov 2025
Team ID	NM2025TMID02722
Project Name	CRM Application For Jewel Management System
Maximum Marks	4 Marks

1.1 Purpose

The purpose of this ideation phase is to brainstorm innovative solutions for managing jewellery inventory, billing, and customer relationships. The project aims to design a digital Jewellery Management System that enhances operational efficiency, reduces manual errors, and provides a seamless customer experience.

1.2 Discussion Topics

Current Industry Challenges:

• Manual record-keeping and billing leading to delays and inaccuracies.

• Inefficient stock management and item tracking.

• Lack of data-driven insights for sales and customer trends.

• Difficulty maintaining customer loyalty programs.

Areas of Improvement:

• Implement automation in sales, billing, and inventory operations.

• Introduce real-time tracking for products and sales performance.

• Simplify staff workflows with an intuitive interface.

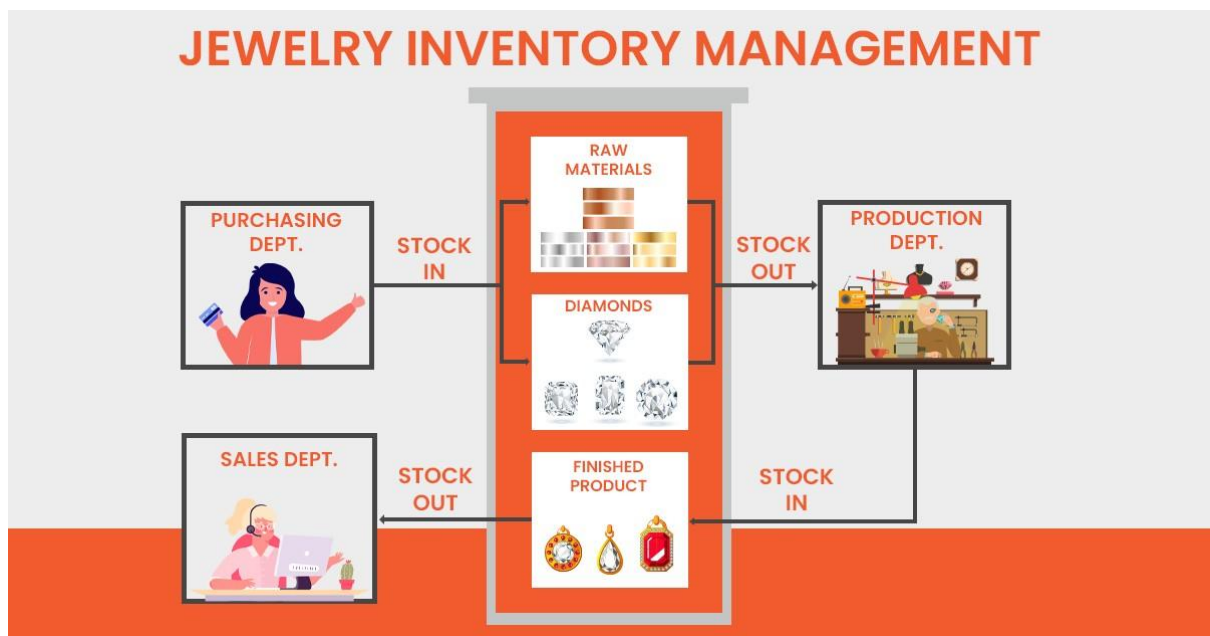• Enhance decision-making with analytics and dashboards

1.3 Ideas Generated

Idea	Description	Feasibility	Expected Impact

Inventory Management System	A module to maintain jewellery stock, track sold and available items, and autoupdate inventory levels.	High	Improved accuracy and reduced stock shortages.
Automated Billing System	Generates digital invoices instantly after each transaction with integrated tax and discount options.	High	Speeds up billing and ensures accurate financial tracking.
Customer Relationship Module	Stores customer data, purchase history, and preferences to personalize offers and services.	High	Builds loyalty and improves customer satisfaction.
Sales & Analytics Dashboard	Provides visual analytics for revenue, topselling items, and monthly performance reports.	Medium	Enhances decision-making and business strategy.
Supplier Management System	Tracks supplier details, purchase orders, and restock timelines for better coordination.	Medium	Improves procurement efficiency.

		Medium	Boosts communication and repeat sales.
Automated Notification System	Sends alerts for order readiness, payment reminders, and promotional offers via email/SMS.		
Security and Access Control	Implements rolebased access for staff to prevent unauthorized data handling.	High	Ensures data security and accountability.
Feedback and Rating System	Collects customer feedback postpurchase to monitor service quality and satisfaction.	Medium	Supports continuous improvement.

Template

Reference :

https://developer.salesforce.com/signup