

NAAN MUDHALVAN PROJECT REPORT

SB8067- SALESFORCE DEVELOPER

“CRM APPLICATION FOR JEWEL MANAGEMENT”

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BONAFIDE CERTIFICATE

Certified that this Naan Mudhalvan report “**CRM APPLICATION FOR JEWEL MANAGEMENT**” is the Bonafide work of “**M.PRABHA (912022104034) , M.BHOOMIKA (912022104014),K.RAKCHIKA (912022104041)A.SHIVANI (912022104048)**” who carried out the mini project work under my supervision.

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TABLE OF CONTENTS:

S.NO	TITLE	PG.NO
1.	Abstract	5
2.	Introduction	6

3.	Objectives	7
4.	System Requirements 4.1:Hardware Requirements 4.2:Software Requirements	8
5.	Modules of the System	9
6.	Technologies Used	11
7.	System Design	12
8.	Workflow Description	15
9.	Implemented Steps	18
10.	Expected Outcomes	25
11.	Advantages	27
12.	Future Enhancements	28
13.	Conclusion	29
14.	References	30

1. ABSTRACT

The **CRM Application for Jewel Management** is a software solution designed to help jewelry businesses manage their customers, sales, and inventory in an efficient and organized way. In the jewelry industry, keeping track of customer details, purchase history, and stock information is very important to maintain good customer relationships and business growth. This application provides an easy-to-use platform where jewelers can store and access all important business data in one place.

The system mainly focuses on **Customer Relationship Management (CRM)** by storing customer information, preferences, and communication history. It also includes features like inventory tracking, billing, sales records, and generating reports. With this system, jewelry owners can easily monitor available stock, check which items are selling fast, and plan their next purchase accordingly. It also helps in sending reminders for offers, payments, or special occasions to customers, improving customer satisfaction and loyalty.

The CRM application reduces manual work, saves time, and avoids errors that usually occur in paper-based management. It allows business owners to make better decisions based on accurate reports and data analysis. By integrating customer management and inventory in one system, the business can run smoothly and efficiently.

In conclusion, the **CRM Application for Jewel Management** provides a smart and reliable way to handle jewelry store operations. It improves communication with customers, increases sales opportunities, and helps the business grow steadily with the help of technology.

2. INTRODUCTION

In today's digital world, the jewelry business is not only about selling ornaments but also about building strong and lasting relationships with customers. Managing customer data, sales records, and inventory manually can be time-consuming and may lead to errors. To overcome these challenges, a **Customer Relationship Management (CRM) Application**

for Jewel Management is introduced to help jewelry businesses manage their operations more efficiently and effectively.

The CRM application acts as a centralized platform that connects all aspects of jewelry management — including customer information, product details, billing, and inventory control. It enables jewelers to store and manage customer data such as personal details, purchase history, preferences, and special dates like anniversaries or birthdays. This helps in providing personalized services and improving customer satisfaction.

Apart from customer management, the application also supports inventory tracking and sales management. It keeps real-time updates of available jewelry items like gold, silver, and diamond collections, helping owners monitor stock levels and avoid shortages or overstocking. The system also simplifies billing and report generation, making daily operations smoother and faster.

By adopting this CRM application, jewelry businesses can reduce paperwork, minimize human errors, and improve decision-making through data-driven insights. It helps in understanding customer buying patterns, creating marketing strategies, and offering loyalty programs.

In conclusion, the **CRM Application for Jewel Management** is an essential tool for modern jewelry businesses. It enhances productivity, strengthens customer relationships, and ensures better control over the overall business process, contributing to long-term growth and success.

3. OBJECTIVES

- To develop a user-friendly CRM system that helps jewelry businesses manage customers, sales, and inventory efficiently.

- To store and organize customer details, purchase history, and preferences for better customer relationship management.
- To track and monitor jewelry stock items such as gold, silver, and diamond collections in real time.
- To automate sales processes, including billing, invoicing, and payment tracking, reducing manual work.
- To generate detailed reports on sales, stock levels, and customer activities for business analysis and decision-making.
- To improve customer satisfaction by providing personalized offers, reminders, and loyalty programs.
- To ensure secure storage of customer and business data using proper authentication and access control.
- To reduce paperwork and human errors by digitalizing all jewelry management processes.
- To enhance communication between customers and the business through notifications and service reminders.
- To support business growth by integrating all jewelry management operations into a single digital platform.
-

4. SYSTEM REQUIREMENTS

4.1 HARDWARE REQUIREMENTS:

?

Component	Specification (Minimum Requirement)
Processor	Intel Core i3 or above
RAM	4 GB or higher
Hard Disk	250 GB minimum
Monitor	15-inch LED/LCD Display
Keyboard & Mouse	Standard input devices
Internet Connection	Required for online access and data sync
Printer (Optional)	For generating bills and reports

4.2 SOFTWARE REQUIREMENTS:

Component	Specification / Description
Operating System	Windows 10 / 11, Linux, or macOS

Front-End	HTML, CSS, JavaScript (React.js or Angular) Technology
Back-End	Node.js / Python (Django or Flask) / PHP Technology
Database	MySQL / MongoDB
Server	XAMPP / WAMP / Node Server
IDE / Editor	Visual Studio Code / Sublime Text
Browser	Google Chrome / Microsoft Edge
Other Tools	Git, Postman (for API testing), Draw.io (for diagrams)

5. MODULES OF THE SYSTEM:

The **CRM Application for Jewel Management** is divided into several functional modules that work together to simplify jewelry business operations. Each module handles a specific part of the system to ensure smooth workflow, efficient management, and better customer service.

1. Customer Management Module

This module stores and manages all customer-related information such as name, contact details, address, preferences, and purchase history. It helps to maintain long-term relationships by tracking customer interactions and sending personalized offers or reminders.

2. Inventory Management Module

This module manages all jewelry items like gold, silver, diamond, and gemstone collections. It keeps track of stock quantity, design details, purity, and product availability, ensuring accurate and up-to-date inventory data.

3. Sales and Billing Module

This module handles all sales transactions, including generating invoices, managing discounts, and recording payments. It provides quick billing options and ensures error-free and transparent sales processing.

4. Employee Management Module

This module stores information about employees such as their roles, responsibilities, and work performance. It helps in tracking daily activities and ensuring accountability within the store.

5. Reports and Analytics Module

This module generates various reports like daily sales, stock summaries, and customer purchase trends. It provides useful insights for business decision-making and helps identify the most profitable products.

6. Notification and Reminder Module

This module sends alerts and reminders for customer birthdays, anniversaries, new offers, or pending payments. It helps in improving customer engagement and maintaining consistent communication.

6. TECHNOLOGIES USED

1. HTML (HyperText Markup Language)

- HTML is used to design the structure and layout of the web pages. It defines the content and basic elements of the application interface such as forms, buttons, and tables.

2. CSS (Cascading Style Sheets)

- CSS is used to style and format the web pages, making the interface more attractive and user-friendly. It manages colors, fonts, and overall visual appearance of the CRM application.

3. JavaScript

- JavaScript adds interactivity and dynamic features to the web pages. It handles client-side validations and improves the responsiveness of the application.

4. React.js (Front-End Framework)

- React.js is used for building the front-end interface efficiently with reusable components. It provides fast rendering and a smooth user experience for the jewelry management system.

5. Node.js (Back-End Technology)

- Node.js is used on the server side to handle all backend logic, user requests, and data exchange. It provides a fast, scalable, and event-driven environment for the application.

6. Express.js (Server Framework)

- Express.js is used with Node.js to manage APIs and server-side routing. It helps connect the front-end with the database smoothly.

7. MySQL (Database Management System)

- MySQL is used to store all the data securely, including customer details, product inventory, and transaction records. It ensures efficient data retrieval and management.

8. Visual Studio Code (Development Tool)

- VS Code is used as the main code editor to write, debug, and test the application code. It provides an integrated environment for development.

9. Git and GitHub (Version Control)

- Git is used for version control, and GitHub is used for storing and managing the project code repository. It helps in tracking changes and team collaboration.

7. SYSTEM DESIGN

7.1 Architecture Diagram

The architecture of the CRM system follows a **three-tier architecture**:

1. Presentation Layer (Front-End):

This layer is responsible for user interaction. It includes web pages built using HTML, CSS, JavaScript, and React.js to provide a user-friendly interface for both customers and administrators.

2. Application Layer (Back-End):

This layer handles the main logic of the system. Node.js with Express.js processes user requests, validates data, and communicates with the database.

3. Database Layer:

The MySQL database stores all system data such as customer details, inventory information, sales records, and employee data.

This three-layer structure ensures smooth communication between the user and the system while keeping data secure and easily manageable.

7.2 Entity Relationship (ER) Diagram

The ER Diagram represents the relationship between various entities in the system.

Main entities include:

- **Customer** – Stores customer ID, name, contact, and preferences.
- **Product** – Contains jewelry details such as product ID, type, weight, purity, and price.
- **Sales** – Records transaction details between customers and the store.
- **Employee** – Manages employee roles and responsibilities.
- **Report** – Maintains data for analysis and business performance.

These entities are linked through key relationships to ensure data integrity and smooth operations.

7.3 Data Flow Diagram (DFD)

The DFD shows how data moves through the system:

- **Level 0 (Context Diagram):** Shows the overall system interaction with external entities such as Admin, Customer, and Database.

- **Level 1:** Describes main processes like managing customers, inventory, sales, and generating reports.
- **Level 2:** Explains detailed sub-processes such as adding new customers, updating stock, generating bills, and analyzing reports.

8. WORKFLOW DESCRIPTION

The **CRM Application for Jewel Management** follows a simple and efficient workflow that connects all major processes such as customer management, inventory control, billing, and report generation. The workflow ensures that all operations are automated, accurate, and synchronized across different modules.

When the application starts, the admin logs into the system using valid credentials. Once logged in, the admin can access various modules such as Customer Management, Inventory Management, Sales, and Reports.

Customers are registered with their personal details and purchase history. When a sale occurs, the system automatically updates the inventory, generates the bill, and stores the transaction data. Reports and analytics are generated periodically to help in decision-making. Notifications and reminders are sent to customers for offers, due payments, or special occasions, enhancing customer engagement.

Workflow Steps:

Admin/Employee logs into the system.

Customer details are added or updated.

Inventory items are viewed, added, or modified.

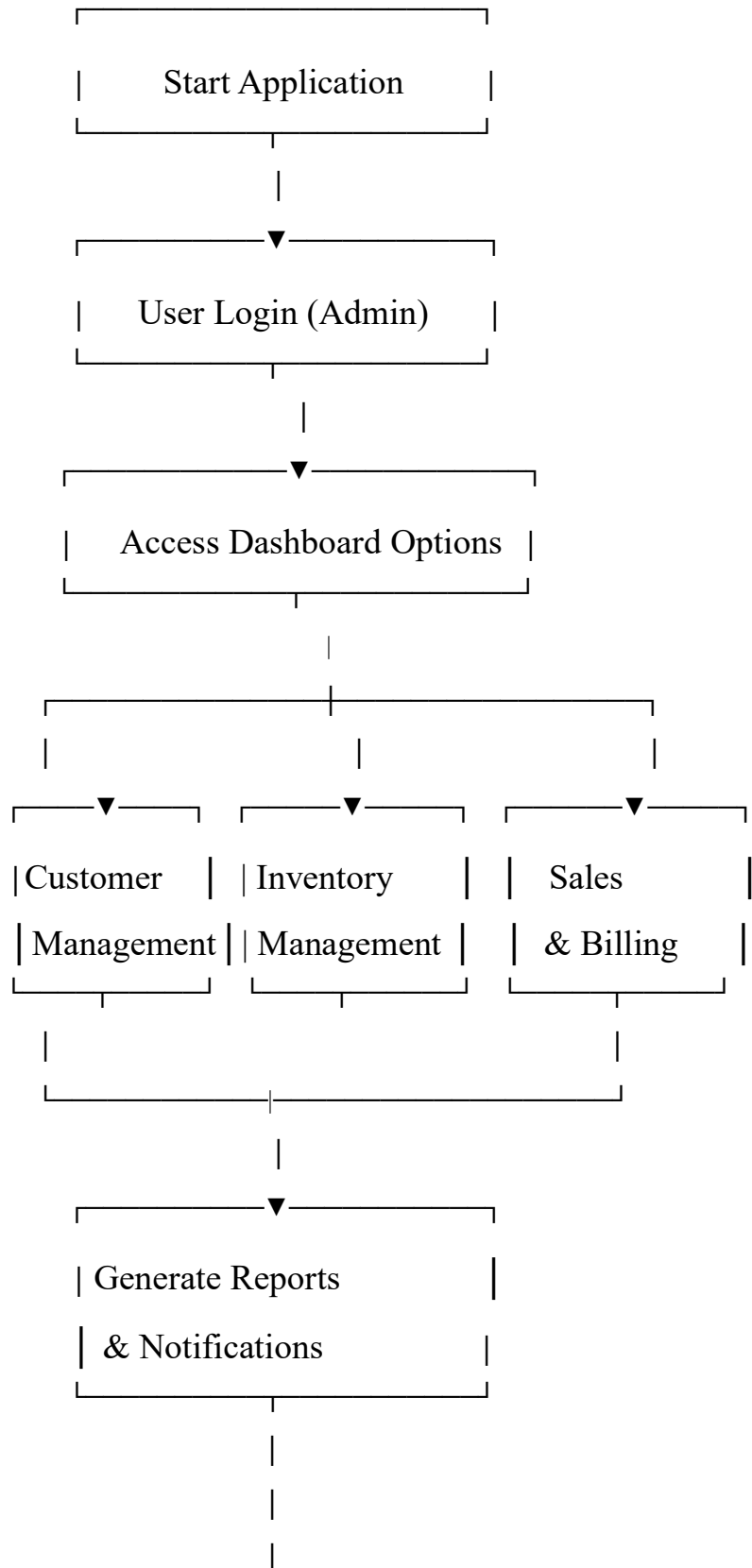
Customer selects jewelry for purchase.

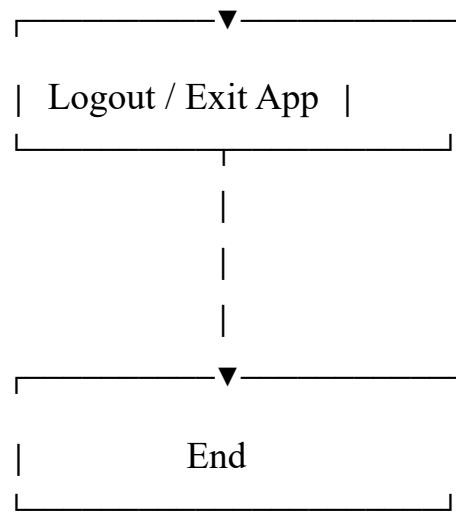
Billing and invoice are generated automatically.

Inventory quantity is updated after each sale.

Reports and analytics are generated.

Notifications or offers are sent to customers.





9. IMPLEMENTED STEPS

1.Fields & Relationships:

The screenshot shows the Salesforce Setup interface for the 'Payment' object. The left sidebar lists various setup options, with 'Fields & Relationships' selected. The main area displays a table of 41+ fields, sorted by Field Label. The table includes columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are: Account (Lookup(Account)), Amount (Currency(16, 2)), Audit Email (Email), Balance (Currency(16, 2)), Cancellation Date (Date/Time), Cancellation Effective Date (Date/Time), Cancellation Gateway Date (Date/Time), Cancellation Gateway Reference Number (Text(255)), Cancellation Gateway Result Code (Text(64)), and Cancellation Salesforce Result Code (Text(64)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Account	AccountId	Lookup(Account)		
Amount	Amount	Currency(16, 2)		
Audit Email	Email	Email		
Balance	Balance	Currency(16, 2)		
Cancellation Date	CancellationDate	Date/Time		
Cancellation Effective Date	CancellationEffectiveDate	Date/Time		
Cancellation Gateway Date	CancellationGatewayDate	Date/Time		
Cancellation Gateway Reference Number	CancellationGatewayRefNumber	Text(255)		
Cancellation Gateway Result Code	CancellationGatewayResultCode	Text(64)		
Cancellation Salesforce Result Code	CancellationSfResultCode	Text(64)		

Fig:1.1 Field & Relationship

2.Page Layout:

2004com-6f-dev-ed.develop.my.salesforce-setup.com/lightning/setup/ObjectManager/Account/PageLayouts/00hWU0000Mhh0VYAR/view

Setup Home Object Manager

SETUP > OBJECT MANAGER

Account

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Hierarchy Columns

Save Quick Save Preview As... Cancel Undo Redo Layout Properties

Quick Find Field Name

Fields

Section Account Owner Annual Revenue Created By Description Fax NAICS Description Ownership Security Per

Blank Space Account Site Billing Address Customer Priority D-U-N-S Number Industry Number of Locations Parent Account Security Pro

Account Name Account Source Capacity D&B Company Einstein Account ... Last Modified By Operating Hours Phone Shipping Ad

Account Number Active Clean Status Data.com Key Employees NAICS Code Outside? Rating SIC Code

Account Information (Header visible on edit only)

Account Owner Sample Text Phone 1-415-555-1212

Account Name Sample Text Fax 1-415-555-1212

Parent Account Sample Text Website www.salesforce.com

Account Number Sample Text Number of Locations 330

Type Sample Text Security Provided? ✓

Capacity 65,926 Security Percent Sample Text

Outside? ✓

Address Information (Header visible on edit only)

Billing Address Suite 300, The Landmark @ One Market San Francisco 94105 CA US

Shipping Address Suite 300, The Landmark @ One Market San Francisco 94105 CA US

Description Information (Header visible on edit only)

Description Sample Text

3. Object Manager:

orgfarm-149600f622-dev-ed.develop.my.salesforce-setup.com/lightning/setup/ObjectManager/home

Setup Home Object Manager

Object Manager

53+ Items. Sorted by Label

Quick Find Schema Builder Create

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Address	Address	Standard Object			
Agent Work	AgentWork	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Category	AppointmentCategory	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Approval Submission	ApprovalSubmission	Standard Object			
Approval Submission Detail	ApprovalSubmissionDetail	Standard Object			

Show desktop

Fig :3.1 Object manager

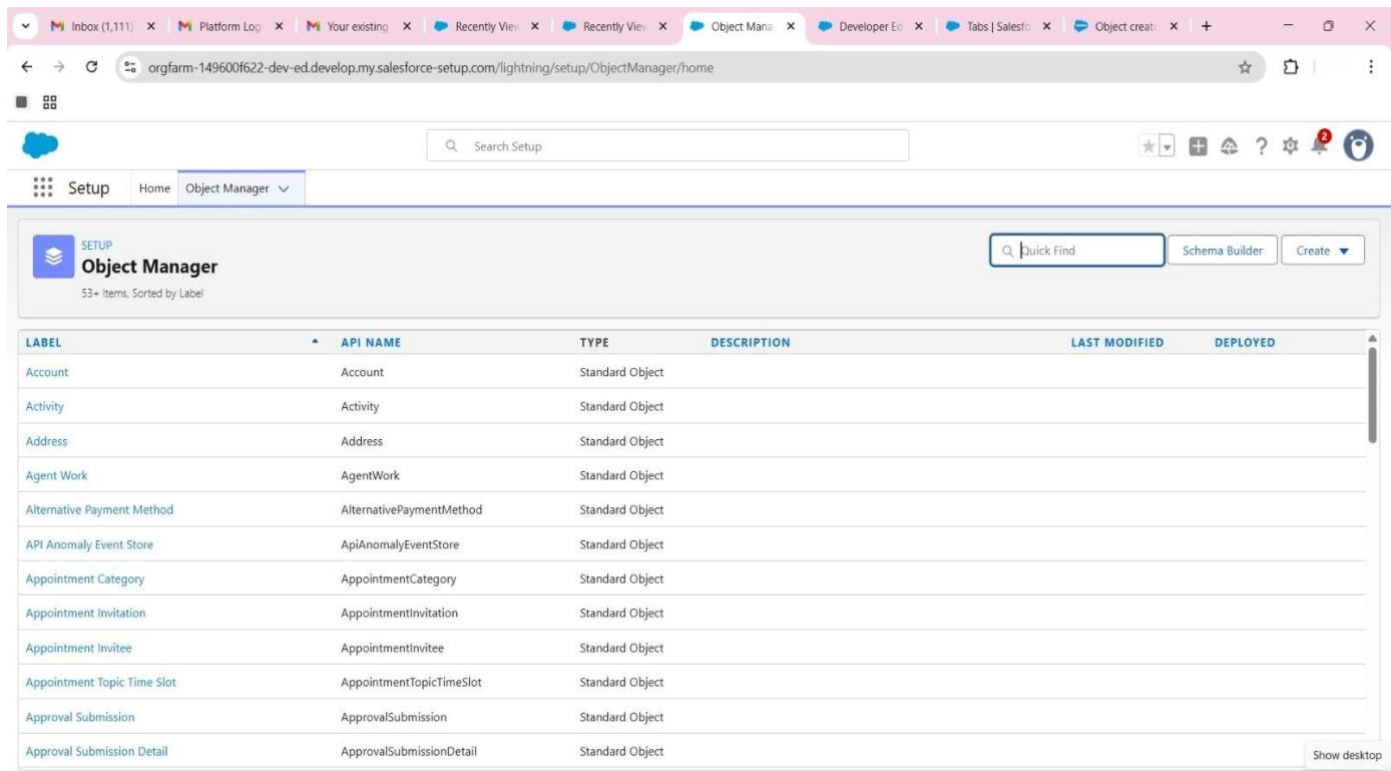


Fig :3.2 Creation of API NAME and DESCRIPTION

4. Tabs:

Fig :4.1 Jewel Customer Tab

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Jewel Customer

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Fields & Relationships

12 Items, Sorted by Field Label

Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Amount	Amount__c	Currency(18, 0)		
city	city__c	Text(20)		
Country	Country__c	Text(18)		
Created By	CreatedById	Lookup(User)		
Customer Name	Name	Text(80)		✓
Email	Email__c	Email		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone__c	Phone		

2004com-6f-dev-ed.develop.my.salesforce-setup.com/lightning/setup/CustomTabs/home

Search Setup

Setup

Home

Object Manager

Q tabs

User Interface

Rename Tabs and Labels

Tabs

Didn't find what you're looking for? Try using Global Search.

SETUP

Tabs

Custom Tabs

Help for this Page

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs

New

What Is This?

Action	Label	Tab Style	Description
Edit Del	Albums	CD/DVD	
Edit Del	Artists	Guitar	
Edit Del	Billings	Chip	
Edit Del	Customer Orders	Flag	
Edit Del	Items	Bridge	
Edit Del	jewel customers	Compass	
Edit Del	prices	Diamond	
Edit Del	Songs	Microphone	

Web Tabs

New

What Is This?

5. Tool box:

The screenshot shows the Salesforce Flow Builder interface. The top navigation bar includes tabs for 'Inbox (1,111)', 'Platform Login', 'Your existing Sal...', 'Recently Viewed', 'Email - V1', 'Developer Edit...', 'Tabs | Salesforce', and 'Object creator'. The browser address bar shows the URL: `orgfarm-149600f622-dev-ed.develop.lightning.force.com/builder_platform_interaction/flowBuilder.app?flowDefId=300g5000001gLQr&retUrl=/lightning/o/FlowRecord/home`.

The Flow Builder header shows 'Flow Builder' and 'Email - V1'. Below the header, there are buttons for 'Free-Form', 'Last saved on 11/1/2025, 12:56 PM', 'Active', 'Run', 'Debug', 'View Tests', 'Save As New Version', 'Save', and 'Deactivate'.

The left sidebar contains a 'Toolbox' with 'Elements' and 'Manager' tabs. Under 'Elements', there are categories: 'Interaction (3)' (Action, Subflow, Custom Error), 'Logic (6)' (Assignment, Decision, Loop, Transform, Collection Sort, Collection Filter), and 'Data (4)' (Create Records, Update Records, Get Records). A button 'Get more on the AppExchange' is at the bottom of the sidebar.

The main canvas displays a flow diagram. It starts with a 'Start' node labeled 'Record-Triggered Flow'. Below it, the configuration shows 'Object: Billing' and 'Trigger: A record is created or updated'. It also includes 'Optimize for: Actions and Related Records', '+ Add Scheduled Paths (Optional)', and 'Open Flow Trigger Explorer for Billing'. The flow then goes through a 'Run Immediately' node to an 'Action Email' node.

6. Apex classes:

The screenshot shows the Salesforce Setup page for 'Apex Classes'. The top navigation bar includes tabs for 'Inbox (1,111)', 'bhoomika', 'Platform Login Credentials', 'Platform Login Credentials', 'Naanmudhalvan - Smart', 'Apex Classes | Salesforce', and 'Object creator'. The browser address bar shows the URL: `2004com-6f-dev-ed.develop.my.salesforce-setup.com/lightning/setup/ApexClasses/home`.

The Setup page has a search bar and a 'Search Setup' button. The left sidebar shows a navigation menu with 'Setup', 'Home', and 'Object Manager'. Under 'Setup', there are links for 'Email', 'Custom Code', 'Apex Classes', 'Apex Settings', 'Apex Triggers', 'Application Test Execution', 'Application Test History', 'Environments', 'Jobs', 'Apex Flex Queue', and 'Apex Jobs'. A message at the bottom of the sidebar says: 'Didn't find what you're looking for? Try using Global Search.'

The main content area is titled 'Apex Classes'. It includes a description: 'Apex Code is an object oriented programming language that allows developers to develop on-demand business applications on the Lightning Platform.' Below this, there is a green box indicating 'Percent of Apex Used: 0%' and a note: 'You are currently using 0 characters of Apex Code (excluding comments and @isTest annotated classes) in your organization, out of an allowed limit of 6,000,000 characters. Note that the amount in use includes both Apex Classes and Triggers defined in your organization.' There are links for 'Estimate your organization's code coverage' and 'Compile all classes'.

Below the text, there is a table listing Apex classes. The table has columns: 'Action', 'Name', 'Namespace Prefix', 'Api Version', 'Status', 'Size Without Comments', 'Last Modified By', and 'Has Trace Flags'. The table lists several classes, including 'ApexClass_Test', 'ApexClassModel', 'ApexClassResource', 'ApexClassService', 'APIRequest', and 'APIRequest_Test'.

Action	Name	Namespace Prefix	Api Version	Status	Size Without Comments	Last Modified By	Has Trace Flags
Edit	ApexClass_Test	thsecurity	56.0	Active	4,059	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>
Edit Security	ApexClassModel	thsecurity	56.0	Active	1,422	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>
Edit Security	ApexClassResource	thsecurity	56.0	Active	842	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>
Edit Security	ApexClassService	thsecurity	56.0	Active	1,737	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>
Edit Security	APIRequest	thsecurity	56.0	Active	2,568	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>
Edit	APIRequest_Test	thsecurity	56.0	Active	2,274	Trailhead Security, 21/10/2025, 12:35 pm	<input type="checkbox"/>

7. Apex Triggers:

The screenshot shows the Salesforce Setup interface for Apex Triggers. The left sidebar contains a navigation menu with categories like Email, Custom Code, and Environments. The 'Apex Triggers' link is highlighted under Custom Code. The main content area is titled 'Apex Triggers' and includes a 'Percent of Apex Used: 0%' status bar. Below this is a table of triggers. The table has columns for Action, Name, Namespace Prefix, sObject Type, Api Version, Status, Size Without Comments, Last Modified By, and Has Trace Flags. A single trigger named 'AppLogTrigger' is listed with a status of 'Active' and a size of 95. The page also features a 'Compile all triggers' button and a 'Developer Console' link.

Setup

Search Setup

Apex Triggers

Help for this Page

Percent of Apex Used: 0%
You are currently using 0 characters of Apex Code (excluding comments and @isTest annotated classes) in your organization, out of an allowed limit of 6,000,000 characters. Note that the amount in use includes both Apex Classes and Triggers defined in your organization.

Compile all triggers

View: All Create New View

Developer Console

Action	Name	Namespace Prefix	sObject Type	Api Version	Status	Size Without Comments	Last Modified By	Has Trace Flags
	AppLogTrigger	thsecurity	AppLogEvent	58.0	Active	95	Trailhead Security, 21/10/2025, 12:35 pm	

Microsoft Store

This is a duplicate of the screenshot above, showing the Salesforce Setup interface for Apex Triggers. The layout, including the sidebar, main content area with the 'Apex Triggers' title, the 'Percent of Apex Used' status bar, the trigger table, and the 'Compile all triggers' button, is identical to the first image.

Setup

Search Setup

Apex Triggers

Help for this Page

Percent of Apex Used: 0%
You are currently using 0 characters of Apex Code (excluding comments and @isTest annotated classes) in your organization, out of an allowed limit of 6,000,000 characters. Note that the amount in use includes both Apex Classes and Triggers defined in your organization.

Compile all triggers

View: All Create New View

Developer Console

Action	Name	Namespace Prefix	sObject Type	Api Version	Status	Size Without Comments	Last Modified By	Has Trace Flags
	AppLogTrigger	thsecurity	AppLogEvent	58.0	Active	95	Trailhead Security, 21/10/2025, 12:35 pm	

Microsoft Store

8. Project Completion:

The screenshot displays the 'Project Workspace' tab in the Smart Internz application. The browser's address bar shows the URL: `nme.smartinternz.com/Student/guided_project_workspace/6581`. The interface includes a sidebar with navigation links for Home, Projects, and Support. The main content area is divided into several sections:

- Project Details:** Displays the Project Title as 'CRM Application for Jewel Management - (Developer)', the NM Id as '54A140B838B6D0F80AB42F02BDB98F84', and the Industry Mentor(s) Name as 'No Mentor has been assigned'.
- Project Progress:** A circular progress indicator shows 90.00% completion.
- GENERAL INSTRUCTION:** A section with a 'SHOW' button.
- Action Buttons:** Includes 'Demo Link', 'View Mentor Comments' (with a red notification badge), and 'View Industry Mentor Comments' (with a red notification badge).
- Project Details Tab:** A sub-tab showing the project name 'CRM Application For Jewel Management - (Developer)'.
- TASK & PROGRESS:** A section with a pink 'INTERMEDIATE' status label.
- MENTOR REVIEW:** A section for reviewing the project.

The project title 'CRM Application For Jewel Management - (Developer)' is repeated in the bottom right section of the workspace.

10. EXPECTED OUTCOMES

The main goal of the **CRM Application for Jewel Management** is to provide an efficient, reliable, and user-friendly platform that simplifies jewelry business operations and strengthens customer relationships. The following are the expected outcomes of this project:

1. Centralized Customer Data

All customer details such as personal information, purchase history, and preferences are stored in one place, making it easy to access and manage customer records.

2. Improved Customer Relationship

The system helps jewelers send personalized offers, notifications, and reminders, leading to improved customer satisfaction and loyalty.

3. Automated Inventory Management

The inventory module automatically updates product quantities after each sale, helping store owners monitor stock levels and avoid shortages or overstocking.

4. Faster and Accurate Billing

The application generates invoices instantly during sales, ensuring quick, accurate, and error-free billing operations.

5. Data Security and Backup

All data is securely stored in the database with restricted access. Regular data backups help prevent data loss and ensure reliability.

6. Business Reports and Analytics

The system generates detailed reports on sales, products, and customers, enabling better decision-making and business planning.

7. Reduced Manual Work

By digitalizing the management process, the system reduces paperwork, human errors, and repetitive manual tasks.

8. Enhanced Productivity

The automation of daily operations helps employees and store owners save time and focus more on improving customer service and sales growth.

9. Multi-User Access

Multiple employees or admins can use the system at the same time with proper authentication, improving workflow efficiency.

10. Scalable and Upgradable System

The CRM system is designed to be flexible, allowing future updates and integration with other digital platforms as the business grows.

11. ADVANTAGES

The **CRM Application for Jewel Management** offers several advantages that make jewelry business operations more efficient and reliable. One of the major benefits of this system is the ability to manage all business activities digitally in a single platform. It helps jewelry store owners easily handle customer information, sales transactions, and inventory without relying on manual records or paperwork. This not only saves time but also reduces human errors that commonly occur in traditional management systems.

Another key advantage of the CRM system is its ability to maintain strong and long-lasting customer relationships. By storing customer purchase history, preferences, and special dates, the system allows jewelers to send personalized offers, greetings, and reminders. This feature enhances customer satisfaction and helps in building loyalty over time. The CRM application also enables faster and more accurate billing, ensuring transparency and convenience during sales transactions.

The system provides real-time updates on jewelry inventory, helping business owners track stock levels efficiently. Reports and analytics generated by the system assist in understanding sales performance, popular products, and customer trends. These insights allow business owners to make informed decisions that lead to higher profitability and better marketing strategies.

Furthermore, since all the data is securely stored in a centralized database, it ensures data safety and easy access when needed. The application can also be scaled up with additional features in the future, making it a long-term and cost-effective solution. Overall, the CRM Application for Jewel Management simplifies complex business processes, improves customer engagement, and enhances the overall growth and efficiency of the jewelry business.

12. FUTURE ENHANCEMENT

The **CRM Application for Jewel Management** is designed with flexibility and scalability in mind, allowing it to evolve with future business needs and technological advancements. Although the current system efficiently manages customers, inventory, and sales, there are several features that can be added to further enhance its performance and usability in the future.

One of the planned enhancements is the integration of **cloud storage** to enable remote access and data synchronization across multiple devices. This will allow jewelry owners to manage their business from anywhere, anytime. Another improvement could include the implementation of **mobile applications** for Android and iOS platforms, making it more convenient for both customers and employees to access the system on the go.

The system can also be extended with **AI-based analytics** to provide advanced insights into customer behavior, sales predictions, and personalized marketing suggestions.

Integrating **chatbots** or virtual assistants could help in handling customer queries instantly, improving service quality and communication. In addition, a **barcode or QR code system** can be introduced for faster product identification, billing, and stock tracking.

Security enhancements such as **two-factor authentication** and **data encryption** can be added to further protect sensitive business and customer data. Integration with **online**

payment gateways and **e-commerce platforms** can also expand the business reach, allowing customers to browse and purchase jewelry online.

Overall, these future enhancements aim to transform the CRM Application into a more intelligent, secure, and customer-focused digital platform, ensuring that jewelry businesses remain competitive and technologically advanced in the coming years.

13. CONCLUSION

The **CRM Application for Jewel Management** provides a comprehensive and efficient solution for managing the various operations of a jewelry business. It helps in organizing and automating essential functions such as customer relationship management, inventory tracking, billing, and report generation. By replacing traditional manual methods with a digital system, the application ensures accuracy, saves time, and enhances productivity within the organization.

This system not only simplifies business operations but also focuses on building strong and lasting relationships with customers. By maintaining detailed customer profiles, purchase history, and preferences, the CRM allows jewelers to offer personalized services and targeted promotions, which in turn improves customer satisfaction and loyalty. The inclusion of real-time data management and reporting features further enables business owners to make informed decisions and plan future strategies effectively.

Moreover, the system's modular design and user-friendly interface make it easy to use for both administrators and employees. The use of modern technologies such as React.js, Node.js, and MySQL ensures high performance, data security, and scalability for future growth.

In conclusion, the **CRM Application for Jewel Management** is a powerful and practical tool that supports the digital transformation of jewelry businesses. It bridges the gap between technology and customer service, leading to improved efficiency, better decision-making, and long-term business success.

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