

NAAN MUDHALVAN PROJECT REPORT

SB8067- SALESFORCE DEVELOPER

“CRM APPLICATION FOR JEWEL MANAGEMENT “

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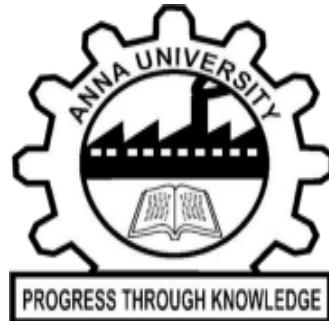
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1. Requirement Analysis Phase — CRM application for jewel management

3.1 Introduction

- Defines functional and non-functional requirements for the jewel management system.

3.2 Functional Requirements

- The system must store and manage customer profiles, purchase history, and contact details.
 - The application must track jewellery inventory including product type, weight, purity, and stock availability.
 - Users must be able to create, update, and manage sales orders and invoices.
 - The CRM must send automated reminders and notifications for pending orders, follow-ups, and service updates.
- The system must generate reports such as daily sales, stock status, and customer analytics.
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3.3 Non-Functional Requirements

- The application must provide high performance with quick data access and minimal loading time.
- The system should maintain high availability since it is hosted on Salesforce cloud infrastructure.
- The CRM must ensure strong security, including role-based access and encrypted data storage.
- The interface must be user-friendly and easy for staff to learn and operate.
- The system should support scalability for growth in customers, products, and users.

3.4 System Requirements

- Salesforce platform access with required licenses (Sales Cloud or Service Cloud).
- Internet-enabled devices such as desktop, laptop, or mobile for accessing the CRM.
- Stable internet connection for cloud-based operations.
- Browser compatibility with Chrome, Firefox, or Microsoft Edge.
- Integration capability for optional modules such as payment gateways or barcode scanners.

3.5 User Requirements

1. Users should be able to create and manage customer details easily.
2. Staff must be able to check real-time stock and update inventory after sales or restocking.
3. Sales executives must generate orders, bills, and customer follow-ups from a single dashboard.
4. Managers should access analytics and reports for business decision making.
5. Users need simple navigation and clear screens to complete tasks with fewer clicks.