

# **NAAN MUDHALVAN PROJECT REPORT**

**SB8067- SALESFORCE DEVELOPER**

**“CRM APPLICATION FOR JEWEL MANAGEMENT “**

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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.
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### **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.