

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	06 NOV 2025
Team ID	NM2025TMID07115
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem.

Sets the stage by explaining how modern jewelry retail faces challenges with customer relationship management, inventory tracking, and multi-channel operations, establishing why an integrated CRM solution is essential.

Describes how the CRM application comprehensively addresses each problem through centralized customer database, sophisticated inventory management, advanced sales pipeline tracking, integrated analytics dashboards, intelligent customer segmentation, workflow automation, and multi-channel integration.

**Purpose:**

- To solve operational complexities in jewelry business workflows.
- To match the CRM usage with the real behavioral patterns of store owners, staff, and customers.
- To speed up adoption by fitting the solution into already familiar process habits.
- To improve communication and relationship management with the right follow-up triggers and reminders.
- To create multiple trust-building touchpoints that encourage repeated visits and long-term loyalty.
- To understand the current challenges deeply and improve the user experience with targeted enhancements.

Template:

## CRM Application for Jewel Management - Problem Solution Fit

