BHARATHIYARUNIVERCITY,COIMBATORE
GOVERNMENT ARTS COLLEGE, KANGEYAM
B.Sc COMPUTER SCIENCE

PROJECT TITLE: CRM APPLICATION FOR JEWEL MANAGEMENT

Role : Developer

Team Leader : **Vishwa M.**

Vishwa8821@gmail.com

Team Members : **Velan P.**

velanp2006@gmail.*com*

Chandran M.

mchandra778@gmail.com

Prakash C.

Kuttyprakash205@gmail.com

Vignesh M.

vignesh05072006@gmail.com

Academic Year : **2025 - 2026**

ABSTRACT

The Jewel Management CRM Application is a cloud-based Salesforce solution built to modernize jewelry business operations. It combines essential features such as customer management, product inventory, billing, and sales tracking into a single platform. By leveraging Salesforce tools like custom objects, record types work flows, and dashboards, the system ensures accuracy, security, and month automation of day-of-day tasks. This project, carried out as part of the **B.Sc Computer Science**, provide practical exposure to could application development and teamwork.

The solution not only improves effiency in handing jewellery transaction out also supports decision-making through real-time reporting and analytics, offering a reliable and user-friendly approach to business management.

TEAM LEARNING OUTCOMES

- Learned how to customize Salesforce CRM.
- Understood data modeling and database design.
- Practiced application development and testing.
- Used workflows, validation rules, and automation.
- Improved teamwork and communication skills.
- Experenced real-world business process handling.

INTRODUCTION

Customer Relationship Management is used to maintain customer details and improve business activities. In jewellry shops, it is important to manage customers, stock, billing, and sales correctly. Doing this manually takes more time and may cause mistakes.

To makes the process simple, we developed a **Jewel Management CRM Application** using Salesforce.

- Store customer information
- Manage product inventory
- Generate bills and invoices
- Track sales records

The system is easy to use, safe, and saves time. It also gives quick reports for better decision-making. Through this project, we got practical knowledge about CRM and could applications.

OBJECTIVES

- To design a smart solution that simplifies jewelry shop operations.
- To safety store customer information and purchase details.
- To track inventory levels and avoid stock problems.
- To speed up billing and sales with automation.
- To give secure access for admin and staff with proper roles.
- To generate useful reports and insights for business growth.
- To provide an easy-to-use system that saves time and reduces manual work.

SYSTEM REQUIREMENTS

- SOFTWARE USED
- HARDWARE USED

Software used:

- Browser (Chrome, Edge).
- Internet Connection.

Hardware used:

◆ Laptop with 4GB + RAM

◆ Windows 10/11

Handling and storing customer purchase history, preference, and details.

Offering customized jewellery designs and details.
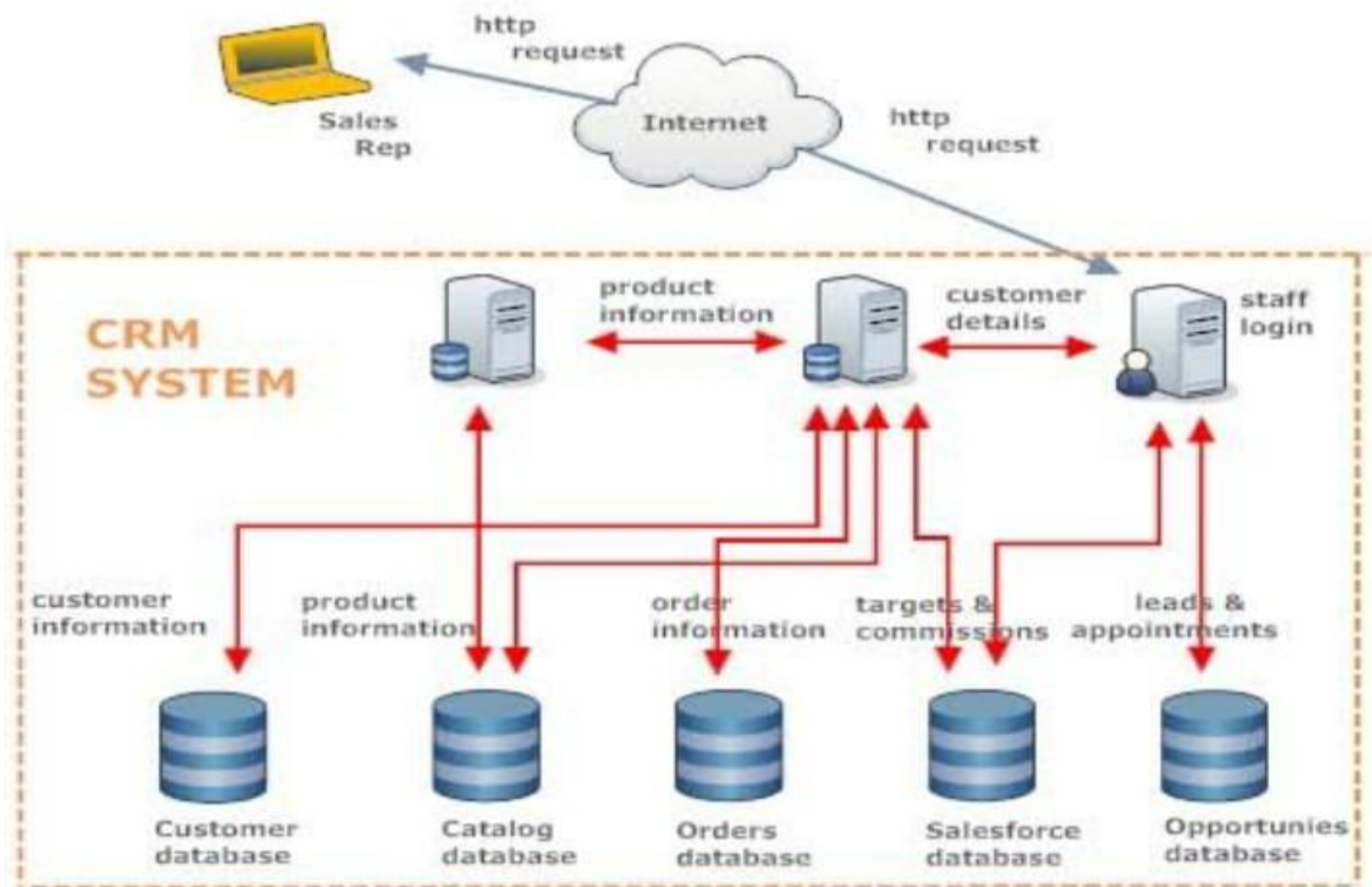
SALES AND MARKETING SUPPORTS

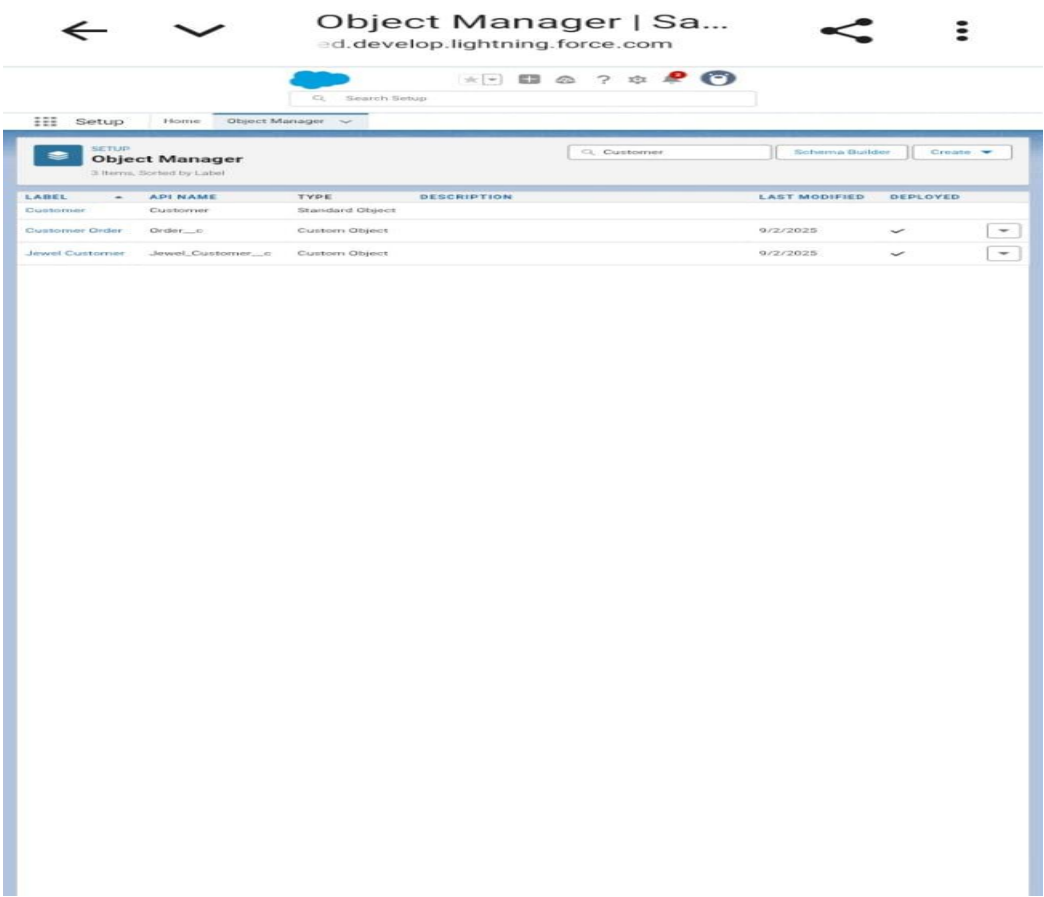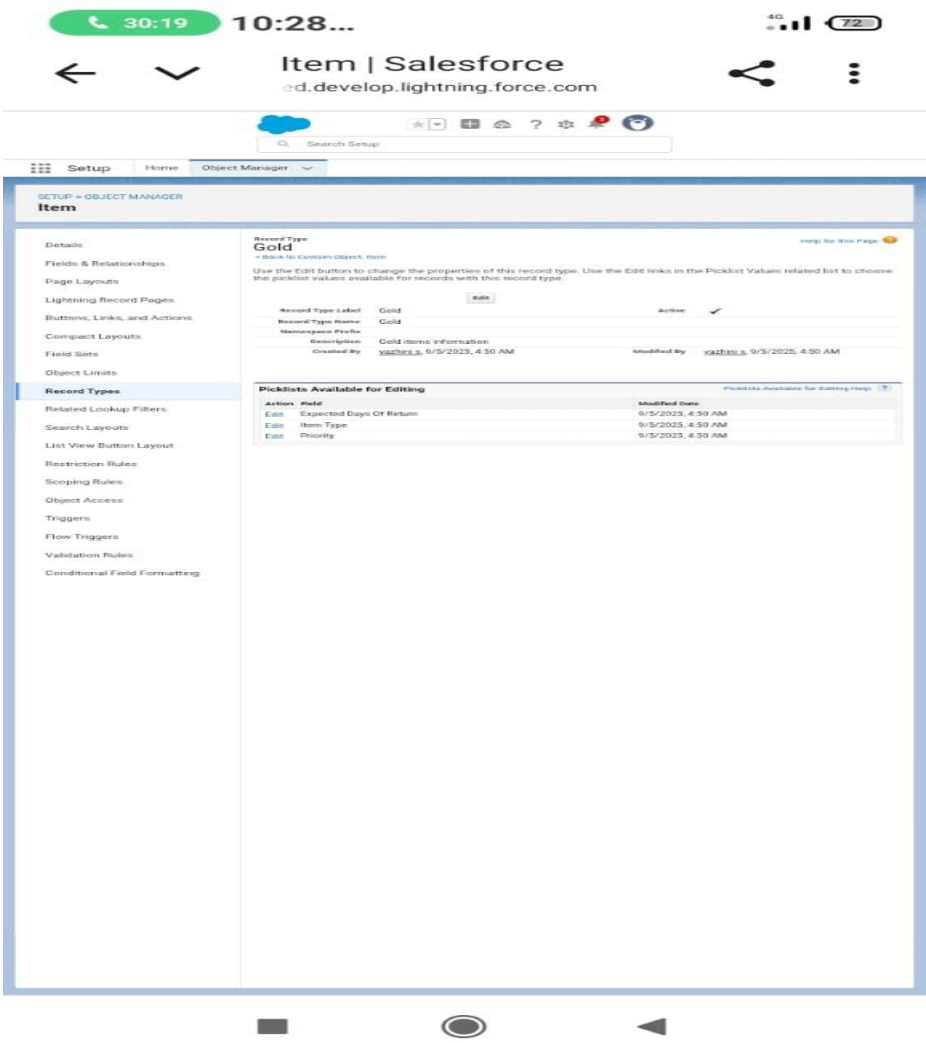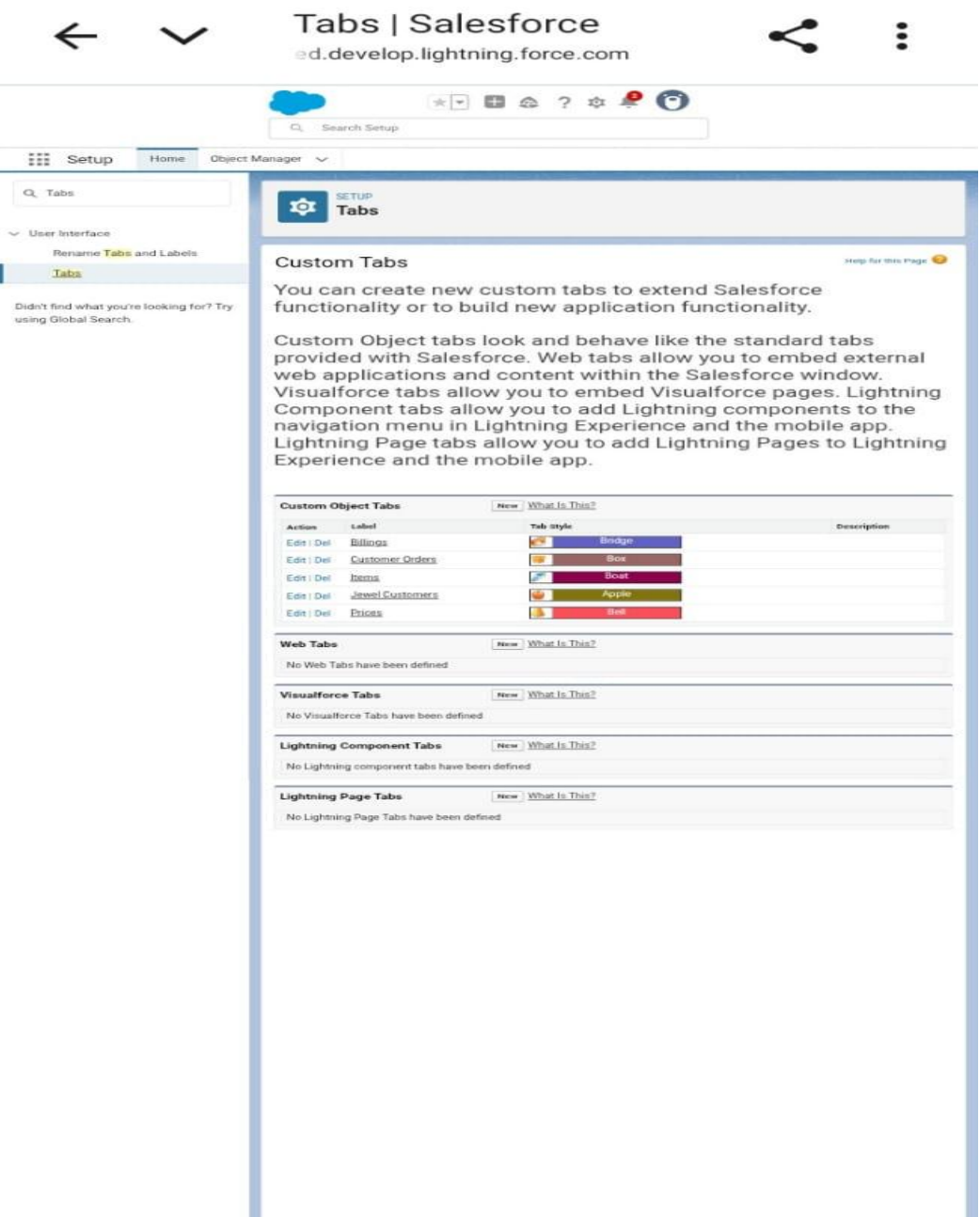- Helping in promotions, campaigns, and details.

SYSTEM DESIGN
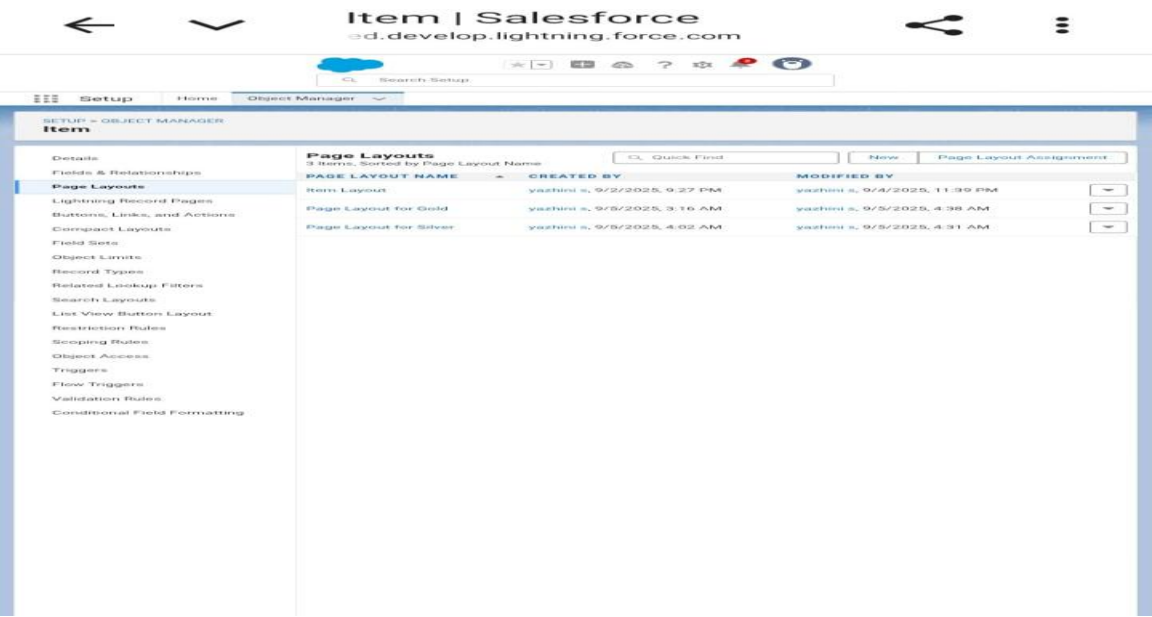
ARCHITECHER DESIGN

Customer Relationship Management

RECORD TYPE

Q 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	Billings	Bridge	
Edit	Del	Customer Orders	Box	
Edit	Del	Items	Boat	
Edit	Del	Jewel Customers	Apple	
Edit	Del	Prices	Bell	

Web Tabs   New | What Is This?

No Web Tabs have been defined

Visualforce Tabs   New | What Is This?

No Visualforce Tabs have been defined

Lightning Component Tabs   New | What Is This?

No Lightning component tabs have been defined

Lightning Page Tabs   New | What Is This?

No Lightning Page Tabs have been defined

RECORD PAGE

Q Search Setup

Setup Home Object Manager

SETUP > OBJECT MANAGER
Item

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
Scoping Rules
Object Access
Triggers
Flow Triggers
Validation Rules
Conditional Field Formatting

Page Layouts
3 items, Sorted by Page Layout Name

Q Quick Find   New   Page Layout Assignment

PAGE LAYOUT NAME ▲	CREATED BY	MODIFIED BY	
Item Layout	yashini s, 9/2/2025, 9:27 PM	yashini s, 9/4/2025, 11:39 PM	▾
Page Layout for Gold	yashini s, 9/5/2025, 3:16 AM	yashini s, 9/5/2025, 4:38 AM	▾
Page Layout for Silver	yashini s, 9/5/2025, 4:02 AM	yashini s, 9/5/2025, 4:31 AM	▾

☆ ▾ ⊞ ☁ ? ⚙ 🔔² 🐧

Q Search...

⋮⋮⋮ Jewellery Inventory ...   Jewel Customers ⌄   Items ⌄   Prices ⌄   Customer Orders ⌄   **Dashboards** ⌄   More ▾   ✎

Dashboards
Recent
1 item

DASHBOARDS	Dashboard ... ⌄	Description ⌄	Folder ⌄	Created By ⌄	C. ⌄	Subscribed
Recent					9/5/2 025,	
Created by Me	dashboard 1		Private Dashboards	yazhini s	6:39 PM	▾
Private Dashboards						
All Dashboards						

FOLDERS
All Folders
Created by Me
Shared with Me

FAVORITES
All Favorites

☆ ▾ ⊞ ☁ ? ⚙ 🔔² 🐧

Q Search Setup

⋮⋮⋮ Setup   Home   Object Manager ⌄

SETUP > OBJECT MANAGER
Jewel Customer

Details	**Validation Rules**					New
Fields & Relationships	2 Items, Sorted by Rule Name					
Page Layouts	**RULE NAME** ▲	**ERROR LOCATION**	**ERROR MESSAGE**	**ACTIVE**	**MODIFIED BY**	
Lightning Record Pages	Postal_Code	Zip/Postal Code	Must contain 6 digits	✓	yazhini s, 9/5/2025, 12:48 AM	▾
Buttons, Links, and Actions	ValidationRule_For_JewelCustomerObject	Top of Page	Please fill Required fields	✓	yazhini s, 9/5/2025, 12:53 AM	▾
Compact Layouts						

Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Object Access
Triggers
Flow Triggers
Validation Rules
Conditional Field Formatting

CONCLUSION

The crm jewel management system plays a vital role in strengthening customer relationship and enhancing business efficiency. It helps jewellery business understands customer preference, improve service quality, and increase customer satisfaction. By maintaining accurate records and supporting effectives trust and loyalty.