Project Design Phase

Problem Solution Fit Template

Date	2 Nov 2025
Team Id	NM2025TMID00579
Project Name	CRM Application For Jewel Management System
Marks	2 Marks

Problem - Solution Fit Template

1. **Target Customer Segment**

   Describe your ideal customer (e.g., retail jewelers, multi-store jewel chains, high-end boutique jewelry sellers).

2. **Customer Problem(s)**

   List the major pain points experienced by this segment, such as:
   - Manual, error-prone inventory tracking.
   - Fragmented customer data and poor follow-up.
   - Difficulty managing custom orders and repairs.
   - Lack of real-time insights into sales and inventory.
   - Inefficient communication between staff and departments.

3. **Problem Context & Root Causes**

   Provide details about when/why these issues arise and their business impact (lost sales, time wasted, poor customer experience).

4. **Current Solutions and Their Limits**

   Note how customers are currently coping (e.g., spreadsheets, generic CRMs), and what is lacking in those approaches.

5. **Proposed Solution**

   State your Jewel Management CRM's unique features, such as:
   - Automated inventory monitoring for precious items.
   - Centralized CRM with customer purchase history and preferences.

- Workflow management for custom jewelry orders/repairs.
- Integrated sales, inventory, and analytics dashboards.
- Communication tools and role-based access for staff.

Template