

**Ideation Phase**  
**Define the Problem Statements**

|                      |   |
|----------------------|---|
| <b>Date</b>          | 31 Oct 2025                                 |
| <b>Team ID</b>       | NM2025TMID00579                             |
| <b>Project Name</b>  | CRM Application For Jewel Management System |
| <b>Maximum Marks</b> | 2 Marks                                     |

### 2.1 Background

Jewellery stores, especially small to medium-sized businesses, often rely on manual record-keeping or basic spreadsheets to manage sales, billing, and stock inventory. This leads to frequent calculation errors, poor stock tracking, and delayed customer service. Implementing a digital Jewellery Management System will help streamline operations, automate billing, and enhance customer satisfaction through data accuracy and transparency.

### 2.2 Problem Description

- Manual billing and invoice creation result in errors and time delays.
- Difficulty in tracking jewellery inventory, product categories, and sales records.
- Lack of customer insights and purchase history tracking.
- No real-time reporting or analytics for business decisions.
- Inefficient coordination between sales, billing, and stock management

### 2.3 Root Cause Analysis

| Issue            | Root Cause  | Impact                          |
|------------------|---|---------------------------------|
| Inventory errors | Manual stock updates and lack of automated tracking | Inaccurate product availability |
| Billing delays   | No integrated billing system                        | Reduced customer satisfaction   |

|                        |                                  |                                       |
|------------------------|----------------------------------|---------------------------------------|
| Customer mismanagement | No centralized customer database | Loss of repeat business               |
| Poor decision-making   | No real-time data or analytics   | Limited business insights             |
| Communication gaps     | No alert or notification system  | Missed updates and reduced efficiency |

## 2.4 Problem Statement

Jewellery stores require a centralized and automated system to efficiently manage inventory, billing, and customer information while providing real-time insights, sales tracking, and improved service communication.

## 2.5 Project Boundaries

| In Scope                               | Out of Scope                                  |
|--|---|
| Inventory and Billing Management       | Integration with third-party payment gateways |
| Customer and Sales Tracking Modules    | Mobile app development                        |
| Reports, Dashboards, and Notifications | External vendor management systems            |

## 2.6 Expected Benefits

- Automated inventory and billing reduce manual work and human error.
- Real-time analytics support better sales forecasting and planning.
- Improved customer satisfaction through faster billing and order tracking.
- Increased transparency in stock movement and sales performance.
- Enhanced operational efficiency leading to better profitability.

## Customer problem Statement

# CUSTOMER PROBLEM STATEMENT TEMPLATE

## JEWEL MANAGEMENT SYSTEM

