

## Project Design Phase

### Solution Architecture

<b>Date</b>	31 Nov 25
<b>Team ID</b>	NM2025TMID00579
<b>Project Name</b>	CRM Application For Jewel Management System
<b>Maximum Marks</b>	4 Marks

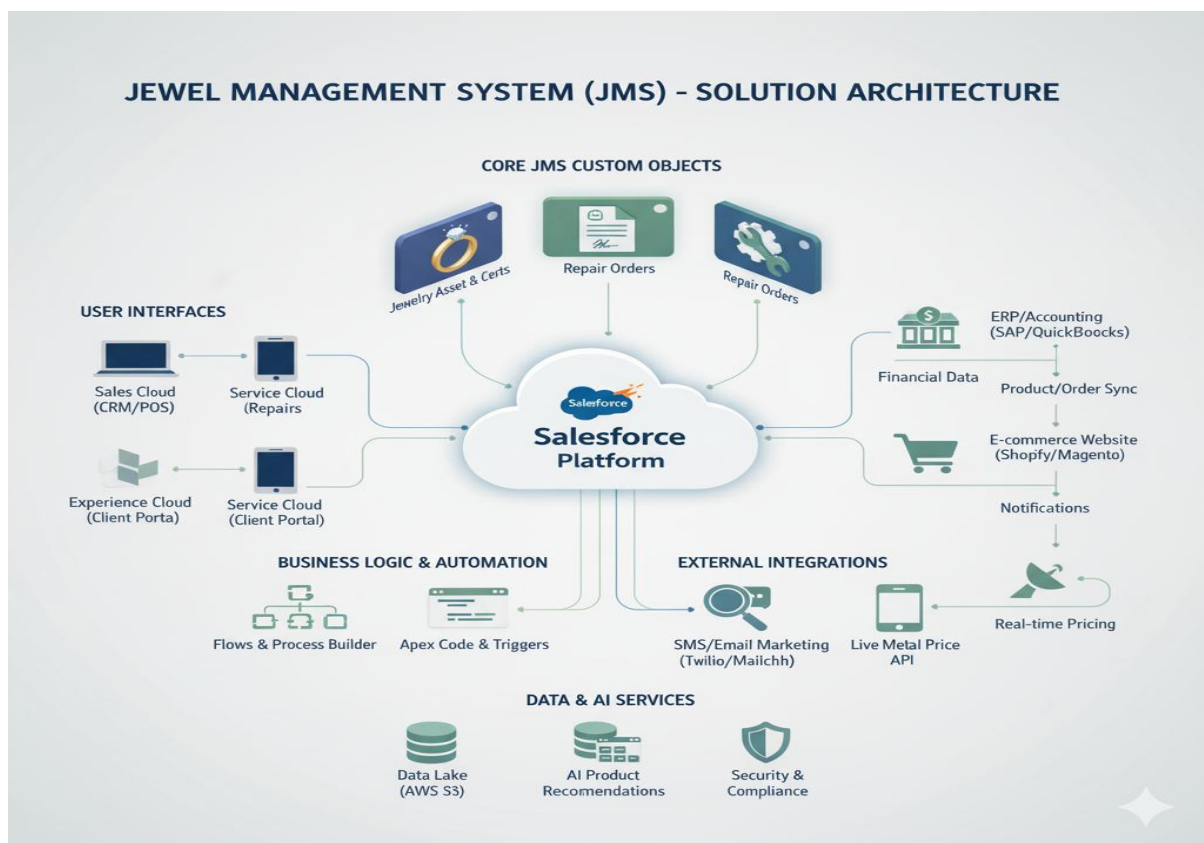
### Goals of Jewel Management CRM

- **Centralize Customer Data:** Store and organize customer contact information, purchase history, preferences, and special occasions, enabling personalized service and targeted marketing.
- **Track Sales and Analytics:** Monitor sales performance, analyze customer buying patterns, and identify trends to boost sales and inform business decisions.
- **Optimize Inventory Management:** Automate inventory tracking, gain real-time visibility into stock levels, and manage product movement and availability.
- **Automate Marketing and Communication:** Send personalized communications and promotions via email/SMS, set up reminders for follow-ups or special occasions, and segment customers for targeted campaigns.
- **Enhance Customer Service and Retention:** Respond quickly to inquiries, document service interactions, automate loyalty programs, and solicit customer feedback to improve satisfaction.
- **Process Standardization:** Streamline repetitive tasks like order processing, invoice generation, and inventory updates for greater operational efficiency.

## Development Phases for Jewel Management CRM

- 1.Planning and Requirement Analysis
- 2.Design and Architecture
- 3.Development and Customization
- 4.Testing and Quality Assurance
- 5.Deployment and Training
- 6.Maintenance and Continuous Improvement

## Solution Architecture Diagram



## **Conclusion**

Overall, the solution architecture successfully addresses the core business needs of the jewel management domain — enhancing customer engagement, improving inventory visibility, automating sales workflows, and supporting data-driven decision-making. The modular design also provides flexibility for future enhancements such as AI-driven recommendations, IoT-based stock tracking, and real-time analytics dashboards, ensuring long-term adaptability and value.