

Project Design Phase

Problem – Solution Fit Template

Date	27 OCT 2025
Team ID	NM2025TMID01965
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

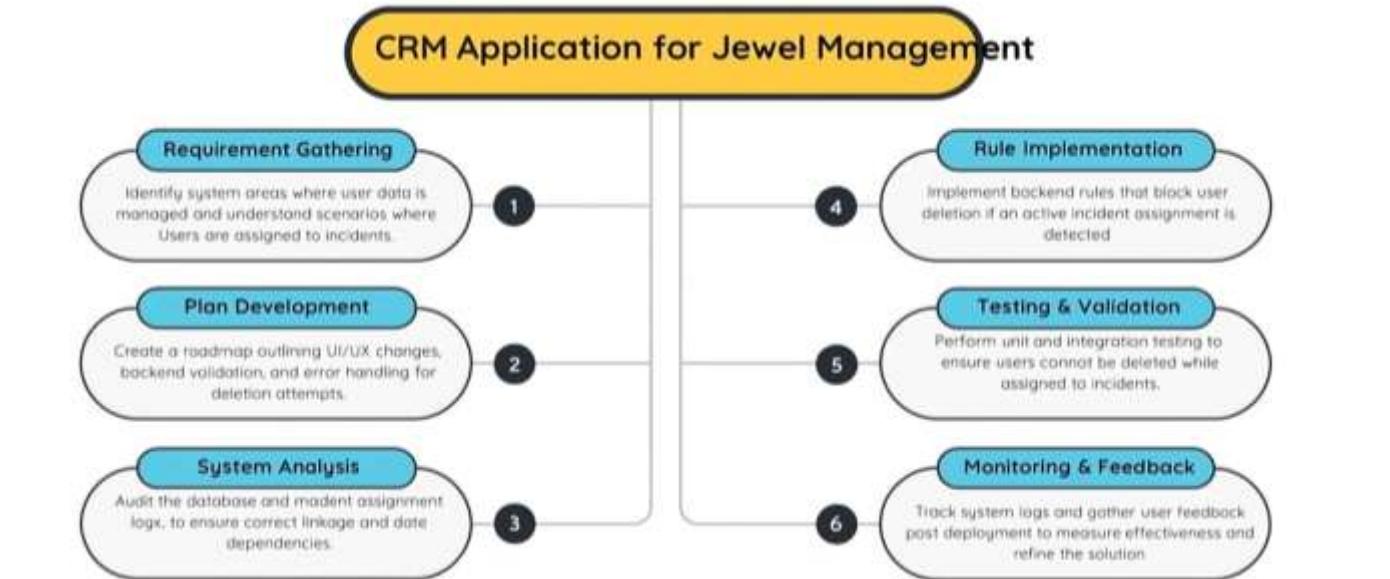
Problem – Solution Fit Template:

The **Problem–Solution Fit** identifies how the jewellery business challenges are effectively addressed through a Salesforce-based CRM solution. It ensures that the proposed system directly meets the operational needs of jewellery retailers and manufacturers, improving both **efficiency and customer engagement**.

Purpose:

- Solve jewellery inventory and sales management challenges with a digital, automated solution.
- Enable real-time tracking of jewellery stock and streamline customer relationship management.
- Boost business efficiency by automating workflows and ensuring accurate data entry.
- Strengthen customer trust through timely communication and personalized engagement.
- Provide detailed business insights using interactive reports and dashboards in Salesforce.

Template:



The project “**CRM Application for Jewel Management**” addresses a crucial gap in **inventory and customer relationship management** for jewellery businesses. Traditional methods such as manual record-keeping and spreadsheet-based tracking lead to data errors, stock mismatches, and missed sales opportunities.

By implementing a **Salesforce-based Jewel Inventory System**, the solution offers:

- A **centralized platform** to manage jewellery items, sales, and customer data.
- **Automation tools** like flows, validation rules, and email alerts to improve accuracy and responsiveness.
- **Custom dashboards** and **reports** to visualize real-time sales trends and stock performance.
- **Personalized customer tracking** to enhance engagement and loyalty through CRM features.

This solution helps store owners and manufacturers achieve:

- **Operational transparency** across sales and stock management.
- **Data-driven decision-making** using Salesforce analytics.
- **Improved business performance** through reduced manual effort and increased automation reliability.

With successful implementation of these Salesforce modules — **object relationships, UI customization, formula fields, and automated workflows** — this project ensures a smarter, more reliable, and customer-focused jewellery management system.