

Project Design Phase

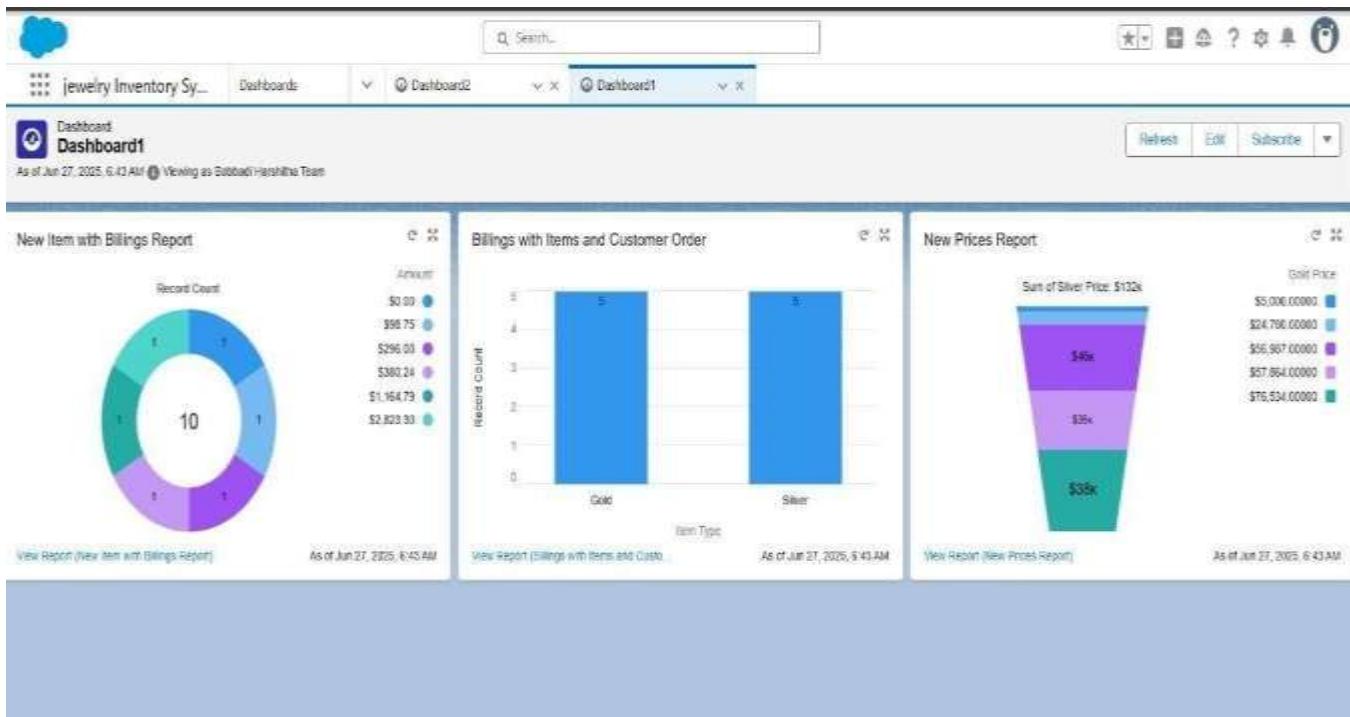
Proposed Solution

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

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Jewellery businesses often struggle with maintaining accurate inventory, managing customer data, and tracking sales efficiently. Manual record-keeping leads to errors, duplication, and a lack of real-time updates.
2.	Idea / Solution description	The proposed solution is a Salesforce-based CRM Application for Jewellery Management. It integrates inventory tracking, customer management, and sales automation into a single unified platform. The system allows store owners to add, update, and monitor jewellery items, track customer purchase histories, and generate sales reports using Salesforce tools such as custom objects, flows, and dashboards .
3.	Novelty / Uniqueness	This solution provides a real-time, cloud-based, and scalable CRM system tailored specifically for the jewellery industry. It combines inventory control with CRM capabilities — something not commonly found in traditional retail systems — using native Salesforce automation features without third-party tools.
4.	Social Impact / Customer Satisfaction	The system enhances customer satisfaction by ensuring timely order updates, personalized offers, and accurate billing . It reduces manual workload for employees, eliminates errors, and promotes transparency in business operations.

5.	Business Model (Revenue Model)	The system can be offered as a subscription-based CRM service for jewellery stores and wholesalers. It saves time, increases accuracy, and improves profitability through better sales management, customer retention, and reduced operational costs.
6.	Scalability of the Solution	The CRM can be scaled for multi-branch jewellery stores or wholesale distributors . Additional modules like vendor management, online order tracking, or warranty management can be integrated in the future using Salesforce's flexible architecture.



Solution Description:

The CRM Application for Jewel Management offers a comprehensive, Salesforce-based solution for jewellery businesses to manage their day-to-day operations effectively.

Using Salesforce objects, relationships, and automation tools, the system helps track jewellery items, monitor sales performance, and maintain detailed customer records.

Core features include:

- Real-time inventory updates for gold, silver, and diamond items.
- Custom dashboards and reports for business insights.
- Formula fields and validation rules to ensure data accuracy.
- Flows, email alerts, and templates for automated communication.
- Conditional formatting and record types to organize data efficiently.

This system ensures data accuracy, improved customer satisfaction, and optimized workflow management.