12/12/2018

Project name: **Customer Relationship Management (CRM)**

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Introduction

The CRM (Client relationship management) may be a modern procedure within the field of promoting where benefit providing organization tries to create a long-term relationship with the client by way better communication and benefit. The organization to begin with tries to decide the individuals who have a solid potential intrigued within the product or benefit and capacity to pay for it. The organization tries to get increasingly clients through superior communication and benefit. After this, the information of these clients is put away for future reference. The company tries to change over these rehash clients into clients. In this manner, the Client relationship administration is the key to way better client relationships.

Background and Product Context

CRM hasn't always been the unfathomable, stand-alone computer program that so distinctive businesses depend on these days. Over the past four decades, it has progressed out of a gathering of other exchange programs. Inside the centre of that time, the CRM industry has experienced sea-changes and shake-ups that show up have crushed the total concept.

Customer relationship management is a complete set of policies and process aimed to improve client relationship in any organization. This online application is for making a separate medium and small commerce with systemic and advanced client advantage. The Client relationship organization wind proposes to all the interaction between exchange organization and client.

CRM leverages and opens up a client base of an organization through solid and advantageous progressing. In reality, CRM has brought up unused estimations interior the field of showing by fundamentally making strides in progressing working and execution. Instinctively CRM related showing techniques like orchestrating progressing, web shows, mail progressing etc. have been made within the middle of a short time later past. These progressing strategies are more promising as compared to the standard ways on progressing as they offer assistance passing on higher-up execution and walloping trade. They other than offer assistance meliorating reaction rates in showing campaigns cut gotten on movements due to moo resource values and permit higher examination on organizational hypotheses. The differing focuses of CRM organized progressing are talked around underneath. Web Progressing- With the making notoriety of web, clients are tending towards web showing or web shopping. This makes a qualification both clients and providers.
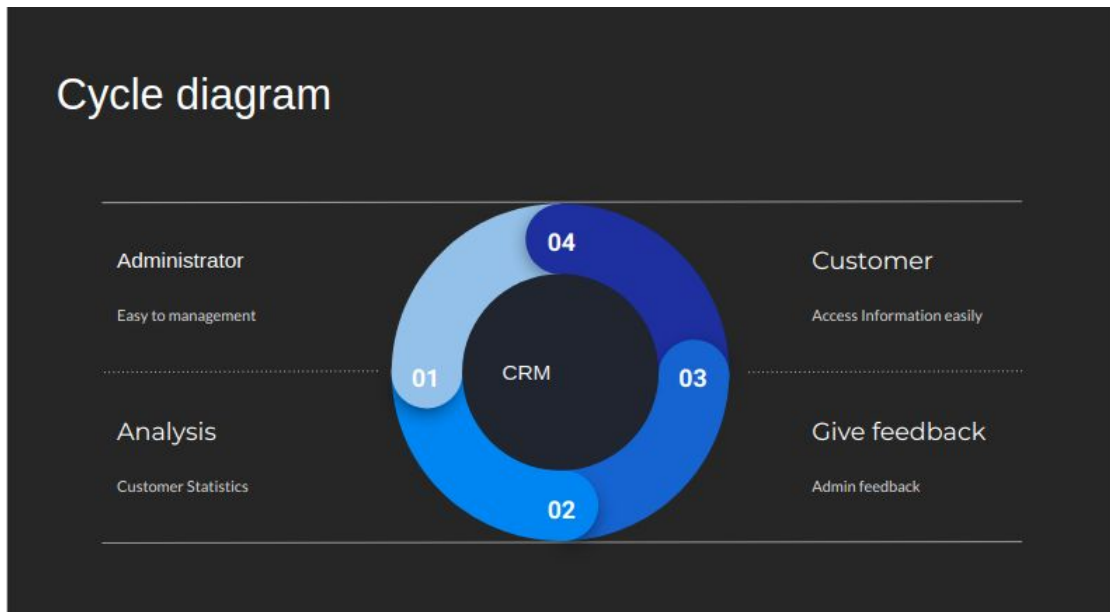
Use Case 1:
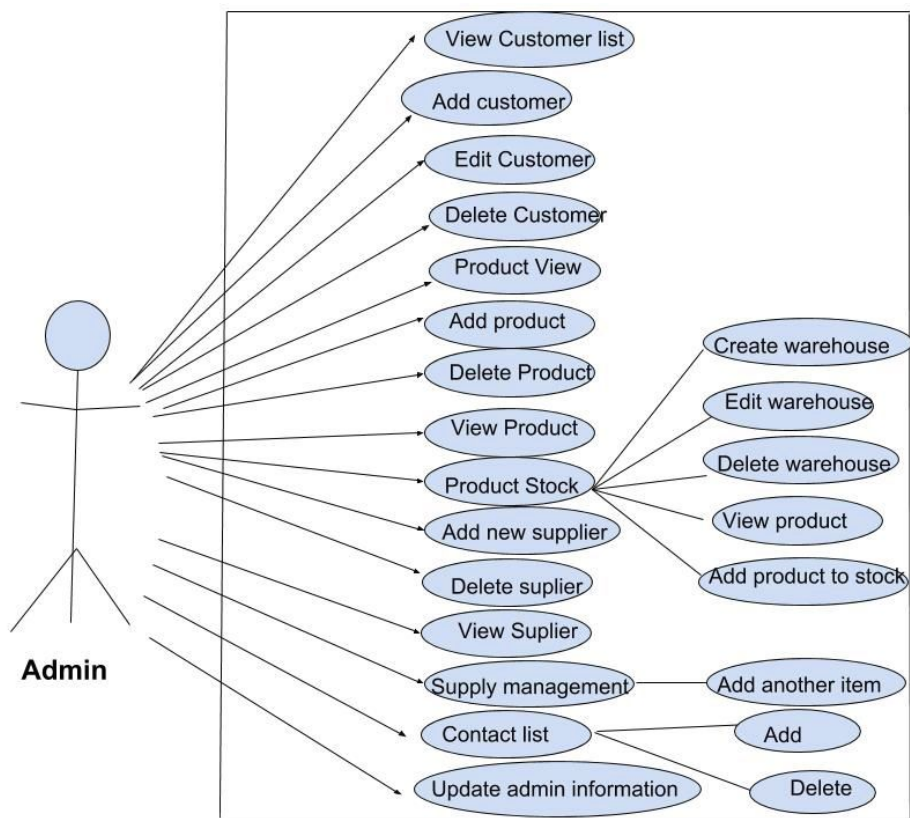
Use Case 2:
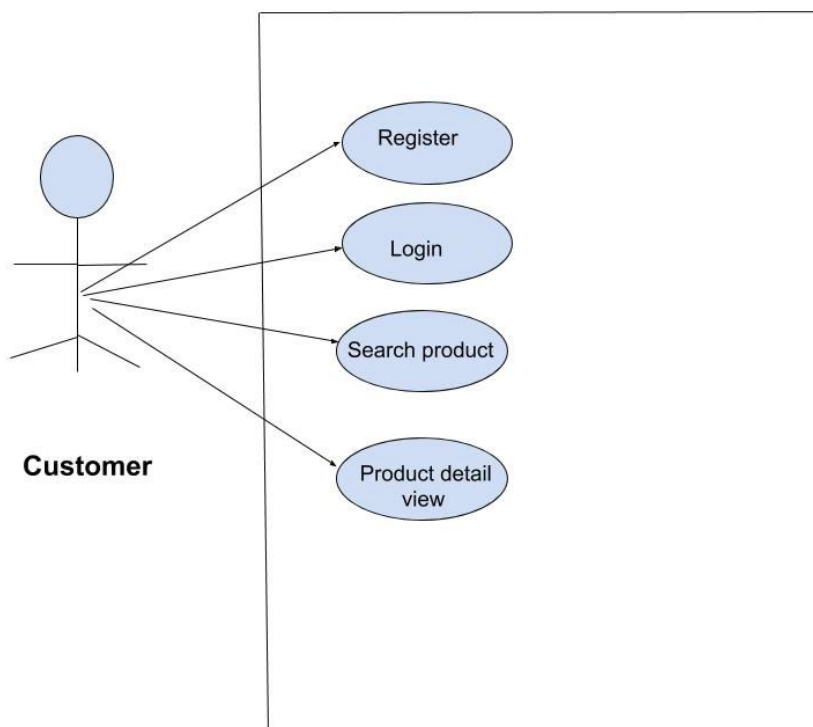
Product Cycle Diagram

Product Scenarios

- Small business management system for new business
- Bank management

Architecture

Central DB will receive requests from clients through browsers. For statistical analysis graph API from any Graph will be used.
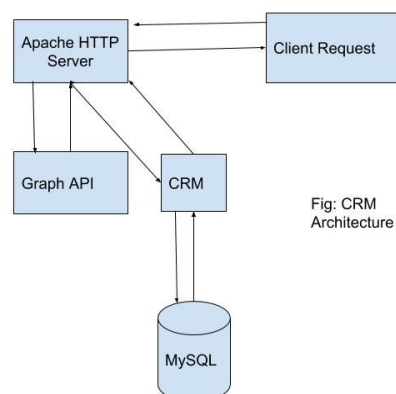

Fig: CRM Architecture

Development will be built upon using PHP as a server site language.And Bootstrap or template will be used for CSS.

Front-end Development

Front-end development:

1. Main page
2. Search result page
3. Customer details page
4. Product list page
5. Edit page
6. Register/login page

Back-end Development

1. Account Creating:
    a. Sign up form
    b. Login
    c. MySQL Database
2. Profile Management:
    a. DB plan design and dev:MySQL
    b. Peoples' Profile
    c. Others
3. Searching facility:
    a. Customer search
    b. Product Search

Development Plan

Phase 1

Project proposal, use case diagram , Interface design

Approximate time : 24/10/2018

Phase 2
Phase 2 will comprise of different static pages without working functionality.

Deliverables:

14/11/2018

Phase 3
Phase 3 will be based on Login & registration , session handling etc.

Deliverables:28/11/2018

Phase 4
By this time we Host server of our product and able to integrate Graph API for statistics.

Deliverables:28/11/2018
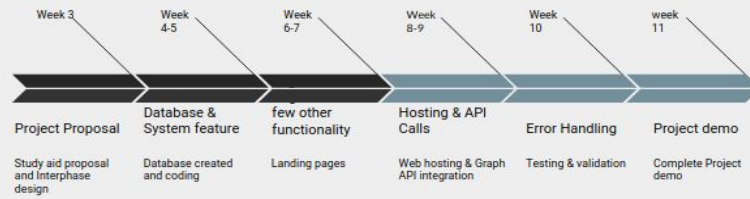
Phase N
Complete product submission .

Deliverables:10/12/2018

Goal

Project Schedule

Budgetary Price

Following table shows development expense.

Table 1: Expense Breakup for Development

SL	Deliverable	Expense	Comment
1	UI design	$0	
2	Front end development (PSD wireframe to HTML transfer)	$0	
3	Database design (MySQL)	$0	
4	UI integration (HTML clean up and optimization)	$0	
	Total	$0	

Note: Price is excluding of any Tax, VAT and other levies.

Hosting Plan

- 000webhost.com for free hosting