

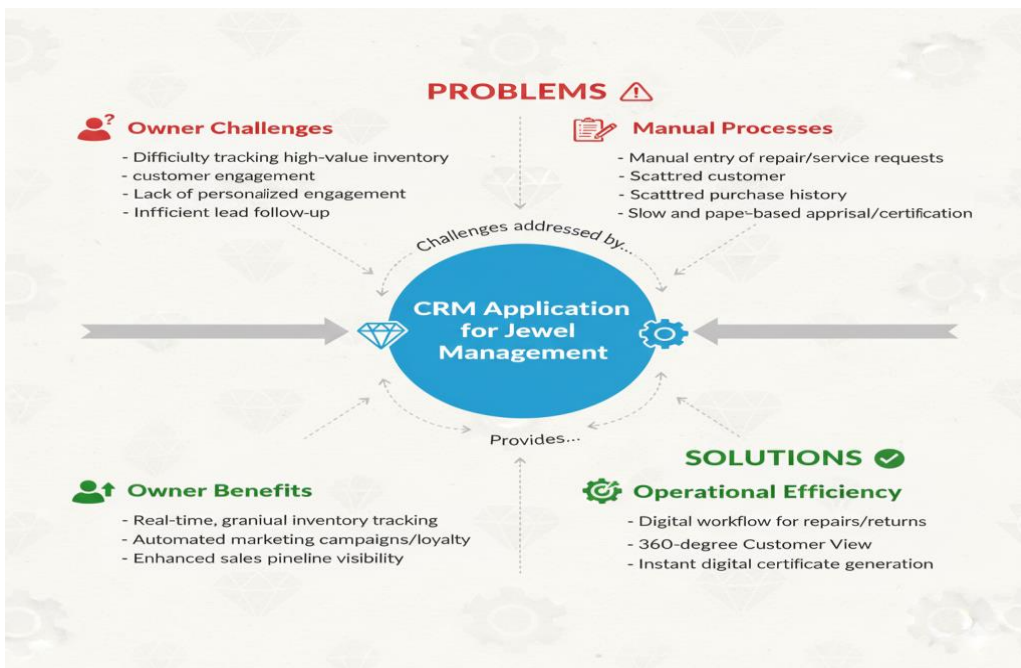
## PROBLEM - SOLUTION FIT

Date	23 October 2025
Team ID	NM2025TMID02837
Project Name	CRM Application for Jewel Management
Maximum Marks	2 marks

### Problem Solution Fit Template :

The primary issue in jewel management is the combination of **fragmented customer data** and **inaccurate tracking of high-value inventory**, which together lead to missed sales and slow service processes. The **CRM Application for Jewel Management** solves this by:

- **Centralizing Data:** Creating a **Customer 360-degree View** to personalize marketing and improve customer loyalty.
- **Securing Assets:** Enabling **Real-Time, Granular Inventory Tracking** with unique IDs for high-value items, reducing security risks and errors.



### Purpose :

The purpose of this CRM is to **establish a secure, centralized digital platform** to transform manual jewel retail operations. It aims to **maximize revenue through personalized customer engagement** and **protect high-value assets** using real-time inventory tracking. Ultimately, it delivers a superior, efficient customer experience across sales and service touchpoints.