

Problem Statement

Title: Addressing Operational Inefficiencies in Jewelry Businesses

Current Scenario:

Traditional jewelry businesses handle a wide range of responsibilities—from customer acquisition to order fulfillment and billing. Most small-scale businesses operate manually using pen and paper or basic spreadsheets. This makes the process highly error-prone, time-consuming, and inefficient.

Key Problems Identified:

- Inability to track gold and silver item inventories in real-time
- Lack of centralization in customer and billing records
- No automation for follow-ups, notifications, or billing
- Ineffective reporting systems for business performance

Impact:

- Customer dissatisfaction due to delays
- Financial errors due to miscalculation
- Missed opportunities for upselling or re-engagement
- No clarity for business growth or decision-making

Proposed Solution:

Implement a Salesforce CRM system to:

- Digitally manage jewelry inventory (Gold/Silver)
- Create dynamic forms and page layouts for data entry
- Automate customer communications using Flows
- Generate real-time reports and dashboards for management
- Ensure data accuracy with validation and dependencies

Vision Statement:

“To transform a traditional jewelry store into a smart, automated, and customer-friendly business by leveraging the Salesforce platform.”