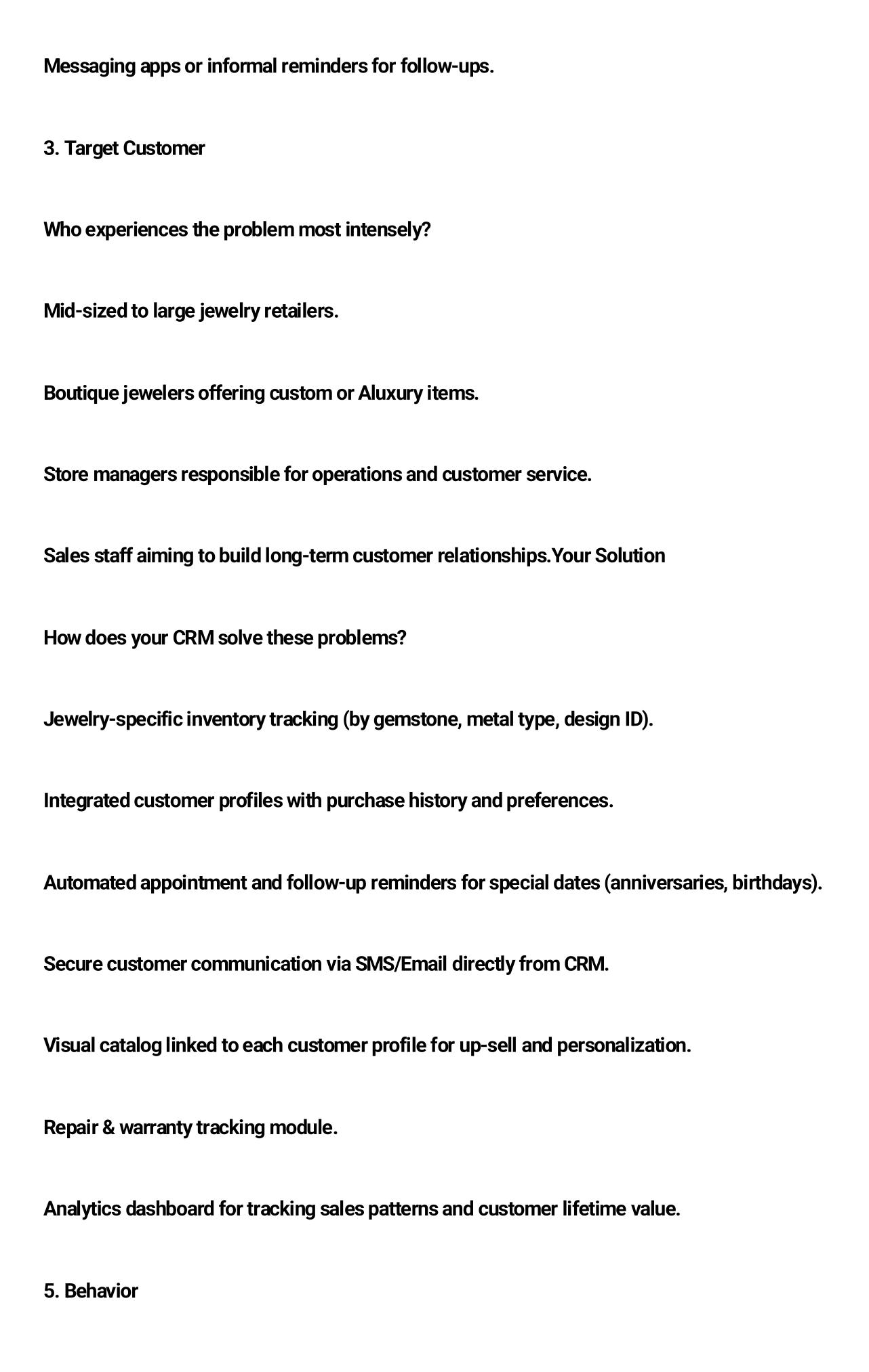
Project Design Phase problem solutions fit convas

Date	26/06/2025
Team ID	LTVIP2025TMID31187
Project Name	Crm Application For Jewel Management -(Developer)
Maximum Marks	2 Marks

Team ID	LTVIP2025TMID31187	
Project Name	Crm Application For Jewel Management -(Developer)	
Maximum Marks	2 Marks	
problem solutions fit convas		
What are the main pain points or inefficiencies faced by jewelry businesses?		
Manual inventory tracking leads to errors and	losses.	
Inability to personalize service for high-value	clients.	
Poor customer follow-up post-sale reduces re	epeat purchases.	
Inconsistent communication across sales channels.		
Limited insights into customer preferences and buying patterns.		
High-value items require enhanced security a	nd trust protocols.	
Difficulty in tracking repairs, warranties, and c	custom orders Existing Alternatives	
What are jewelry stores currently using?		
Spreadsheets or basic POS systems.		

Manual notebooks and offline customer records.

Generic CRM platforms not tailored for jewelry.



What are customers already doing that we can tap into?
Using WhatsApp/email to communicate with clients.Keeping mental or spreadsheet notes about VIP customers.
Offering discounts or loyalty points manually.
Engaging customers via Instagram/Facebook.
6. Your Advantages / Unique Differentiators
What makes your CRM uniquely suited to jewelry businesses?
Built-in modules for managing luxury inventory.
Customer lifecycle management tailored for high-touch interactions.
Integration with POS and eCommerce platforms used in jewelry.
Security protocols for managing high-value customer data.
Easy-to-use UI designed for jewelers,