

Phase 4: Requirement Analysis Phase

Project Title: CRM Application for Jewellery Management

Introduction

Requirement analysis is an important phase that identifies what the system needs to do and how it should perform. It helps to clearly understand the customer needs and translate them into technical and functional requirements. For the **CRM Application for Jewellery Management**, this phase ensures that every business process — such as managing customers, jewellery items, and orders — is properly defined before implementation.

Purpose of Requirement Analysis

The main purpose of this phase is to gather all the necessary requirements for developing an efficient CRM solution that supports jewellery business operations. By understanding what the users need, the system can be designed to improve customer management, streamline sales processes, and enhance decision-making through Salesforce automation tools.

Methods of Requirement Gathering

To identify the project requirements, the following methods were used:

- **Observation:** Studying how jewellery stores currently manage customer and sales data.
- **Interview/Discussion:** Collecting input from store owners and employees on common challenges.
- **Analysis of Existing Systems:** Reviewing existing CRM systems and identifying missing features.
- **Brainstorming:** Discussing and listing the features that can improve jewellery management efficiency.

Functional Requirements

Functional requirements define what the system must do. The main functional requirements of the Jewellery CRM Application include:

1. Customer Management:

- Ability to add, view, edit, and delete customer details.
- Store information such as name, contact number, email, and address.

2. Jewellery Inventory Management:

- Maintain jewellery details like item name, type, material, weight, and price.
- Track availability and update stock levels automatically after each sale.

3. Order Management:

- Create and manage customer orders.
- Link each order to the respective customer and jewellery items.
- Generate total cost and purchase date automatically.

4. Feedback and Support:

- Allow customers to share feedback and ratings for services.
- Maintain customer satisfaction records for future reference.

5. Report and Dashboard Generation:

- Generate sales reports, product performance charts, and customer purchase history.
- Display insights on total sales, top products, and customer engagement.

6. Automation and Notifications:

- Send follow-up reminders to customers.
- Notify the admin when stock is low or new orders are received.

Non-Functional Requirements

Non-functional requirements define how the system should perform rather than what it does. The non-functional requirements for this CRM system include:

1. Performance:

- The system should process and retrieve customer and sales data quickly.
- Dashboards should display reports instantly with minimal delay.

2. Security:

- Customer and transaction data should be protected through Salesforce's built-in security mechanisms.
- Access control should ensure that only authorized users can modify data.

3. Reliability:

- The system should perform consistently without data loss or system errors.
- Regular backups should be maintained.

4. Usability:

- The user interface should be simple and easy to navigate for jewellery shop staff.
- All major operations (adding, updating, and reporting) should be done in minimal steps.

5. Scalability:

- The system should handle an increasing number of customers, jewellery items, and transactions as the business grows.

6. Maintainability:

- The system should be easy to update with new features in the future.

System Requirements

To implement the CRM Application effectively, the following system requirements are necessary:

Hardware Requirements:

- Computer or laptop with at least 4 GB RAM.
- Stable internet connection.
- Browser support (Google Chrome, Microsoft Edge).

Software Requirements:

- Salesforce Developer Edition account.
- SmartInternz platform access.
- GitHub account for documentation.
- Word or PDF software for preparing reports.

Requirement Validation

Before starting implementation, all requirements were verified to ensure they meet business objectives and can be implemented using Salesforce. The validation process confirmed that the features are:

- Technically feasible.
- Relevant to jewellery business needs.
- Achievable within the given timeline.

Conclusion

The Requirement Analysis Phase provides a clear understanding of the system's needs, both functional and non-functional. By defining customer, product, and sales management features in detail, this phase forms the foundation for developing a robust and efficient CRM Application for Jewellery Management using Salesforce. It ensures that the final system fulfills all business and user expectations.