Idea Generation and Prioritization

Date	2 November 2025
Team ID	NM2025TMID00606
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

CRM Jewellery Management System Template:

The CRM Jewellery Management System is a cloud-based application designed to automate and streamline jewellery business operations. This project aims to provide a comprehensive solution for managing customer relationships, product inventory, sales orders, billing, and supplier information within a unified digital platform.

Built using a modern web technology stack (such as React, PHP/Laravel, and MySQL), the system enhances accuracy, transparency, and business efficiency. It enables jewellery store owners to maintain detailed customer data, manage personalized jewellery requests, track stock levels in real-time, and generate automated invoices and reports.

The project demonstrates how CRM principles can be effectively applied to the jewellery retail industry by integrating customer management, inventory control, and analytics into a single user-friendly system. This documentation outlines the project's objectives, modules, design, and prioritization process, highlighting the value of technology in transforming traditional jewellery business workflows.

Step-1: Team Gathering, Collaboration, and Problem Selection

The project team collaborated to identify key challenges faced by jewellery businesses, such as manual data management, poor customer tracking, lack of centralized inventory control, and inefficient billing systems. After careful analysis, the team selected "Jewellery Business CRM Management System" as the project theme to address these operational inefficiencies and improve customer satisfaction

Step-2: Brainstorming, Idea Listing, and Grouping

Idea Listing:

A list of potential features and functionalities was compiled to address the core needs of a jewellery business. These included:

Maintaining a customer database with purchase and design history.

- Managing product catalogues and inventory (gold, silver, diamonds, and custom designs).
- Automating billing and payment tracking for orders and repairs.
- Managing supplier details and procurement of raw materials.
- Generating customer loyalty and promotional offers.
- Providing reports and dashboards for sales and business analysis.
- Sending automated notifications for orders, payments, and delivery updates.

Idea Grouping:

After listing the ideas, similar concepts were grouped together into functional modules:

1. Customer Relationship Management Module – Manages customer data, purchase history, and communication.

2. Inventory Management Module – Tracks jewellery stock, product categories, and supplier details.

3. Sales and Billing Module – Automates order processing, billing, and payment tracking.

4. Supplier Management Module – Handles vendor details, product sourcing, and material tracking.

5. Reports and Analytics Module – Provides data-driven insights into sales performance and profitability.

Step-3: Idea Prioritization

After brainstorming and grouping, the team prioritized the identified ideas based on importance, feasibility, and business impact.

High Priority:

Core functionalities such as Customer Management, Sales and Billing, and Inventory Tracking were prioritized, as they form the backbone of the jewellery CRM system.

Medium Priority:

Features like Supplier Management and Employee Performance Tracking were marked as secondary, valuable for later integration.

Low Priority:

Enhancements such as Customer Feedback, Offer Management, and Performance Dashboards were identified for future updates to improve user experience and business insights.