

DEFINE PROBLEM STATEMENT

Date: 2 November 2025

Team ID: NM2025TMID00606

Project Name: CRM Application for Jewel Management - (Developer)

Maximum Marks: 2 Marks

Customer Problem Statement Template:

In today's rapidly evolving jewellery industry, many jewellery stores and retailers still depend on manual methods to manage their business operations such as customer records, inventory tracking, sales management, and billing. These outdated processes often result in issues like data misplacement, stock mismatches, delayed order processing, and poor customer communication. Customers frequently face inconvenience due to the lack of real-time updates about their jewellery orders, repair services, and customized design requests. The absence of personalized service tracking and reminders also affects customer satisfaction and loyalty. From a business perspective, jewellery shop owners encounter challenges in maintaining accurate records of valuable items, managing supplier information, monitoring employee performance, and generating timely business reports. Without an integrated system, it becomes difficult to analyze sales trends, predict customer preferences, and make informed decisions to increase profitability. Therefore, there is a pressing need for a centralized, automated CRM-based Jewellery Management System that simplifies day-to-day operations, ensures data security, and enhances the customer experience. The proposed Jewellery CRM Management System will provide a complete digital solution for managing customers, sales, inventory, suppliers, and analytics in a single platform. By leveraging modern web technologies, the system will offer seamless access, real-time updates, and efficient workflows—helping jewellery businesses achieve higher productivity, transparency, and customer satisfaction.

Problem Statement

The primary problem faced by jewellery stores and retail outlets today is the lack of an integrated and automated system to manage their business operations efficiently. Many jewellery shops still rely on traditional manual methods such as handwritten ledgers, spreadsheets, or standalone billing software, which are prone to errors, data loss, and inconsistencies. As a result, tracking customer information, purchase history, customized orders, and repair services becomes tedious and unreliable. The absence of a centralized database leads to poor coordination between sales staff, inventory managers, and store owners—causing delays in order processing, stock mismanagement, and decreased customer satisfaction. Additionally, manual billing, inventory updates, and reporting create financial discrepancies and make it difficult to analyze overall business performance. Jewellery businesses also struggle to maintain personalized relationships with customers due to the lack of an integrated CRM system for communication, reminders, and follow-ups. These challenges highlight the need for a digital solution that automates routine operations, provides real-time insights, and enhances customer engagement. The CRM Jewellery Management System aims to address these issues by developing a cloud-based application that centralizes business processes, manages customer relationships, automates billing and inventory, and improves decision-making through efficient data tracking and reporting.