



Green University of Bangladesh
Department of Computer Science and Engineering (CSE)
Faculty of Sciences and Engineering
Semester: (Spring, Year:2024), B.Sc. in CSE (Day)

LAB PROJECT PROPOSAL

Course Title: Database System Lab
Course Code: CSE-210 **Section: 221_D9**

Student Details

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Submission Date:23.03.2024

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<u>Project Proposal Status</u>	
Marks:	Signature:
Comments:	Date:

1. TITLE OF THE PROJECT PROPOSAL

Customer Relationship Management (CRM) System

2. PROBLEM DOMAIN & MOTIVATIONS

The Customer Relationship Management (CRM) System aims to streamline the operations of a Retail shop or a manufacturing company, making it more efficient and user-friendly. The system will handle various aspects of retail management, including table management, menu control, order processing, billing, and reporting. By integrating Java and MySQL, we can create a robust solution that enhances effectiveness and ensures smooth customer service.

3. OBJECTIVES/AIMS

- The system aims to streamline various activities, including customer registration, billing, and machine management
- Streamline sales processes, from lead generation to conversion, to improve efficiency and effectiveness.
- By automating processes, it reduces manual effort and minimizes errors.
- Provide tools for order processing, inventory management, and reporting.
- Ensure smooth service, accurate billing, and timely order processing.
- Improve customer satisfaction, retention, and loyalty through personalized interactions and targeted marketing efforts.
- I aimed to also include Authentication using username and password for a secured System.

4. TOOLS & TECHNOLOGIES

This section contains tools and technologies which I will use for my whole project.

- Java Swing: For building the application and user interface
- MySQL: To store Customer data, orders, product catalog, employee management and customer information
- JDBC: This is Java Libray file to establish a connection between Java and MySQL
- MySql Database: To store and manage customer data, sales leads, interactions, and other relevant information for the CRM system.
- Swing: For creating user-friendly interface
- NetBeans IDE: To develop and manage the project

5. CONCLUSION

The proposed Customer Relationship Management (CRM) System will empower Retail shop staff, enhance customer satisfaction, and contribute to the success of the establishment. By centralizing customer data, streamlining sales processes, and providing valuable insights, the CRM System will enable businesses to build stronger and more profitable relationships with their customers. Let's create a reliable and user-friendly solution that revolutionizes Retail shop management!