****

**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**

|  |  |
| --- | --- |
| **Name** | **ID** |
| Jahidul Islam | 221002504 |

**Submission Date:23.03.2024**

**Course Teacher’s Name: Md. Nazmus Shakib**

**[For Teachers use only: Don’t Write Anything inside this box]**

|  |
| --- |
| **Project Proposal Status**  **Marks: ………………………………… Signature: .....................**  **Comments: .............................................. Date: ..............................** |

1. **TITLE OF THE PROJECT PROPOSAL**

**Customer Relationship Management (CRM) System**

1. **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.

1. **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.

1. **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 catelog, 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

1. **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!