

Project Design Phase

Solution Architecture

Date	2 Nov 25
Team ID	NM2025TMID08827
Project Name	CRM Application For Jewel Management System
Maximum Marks	4 Marks

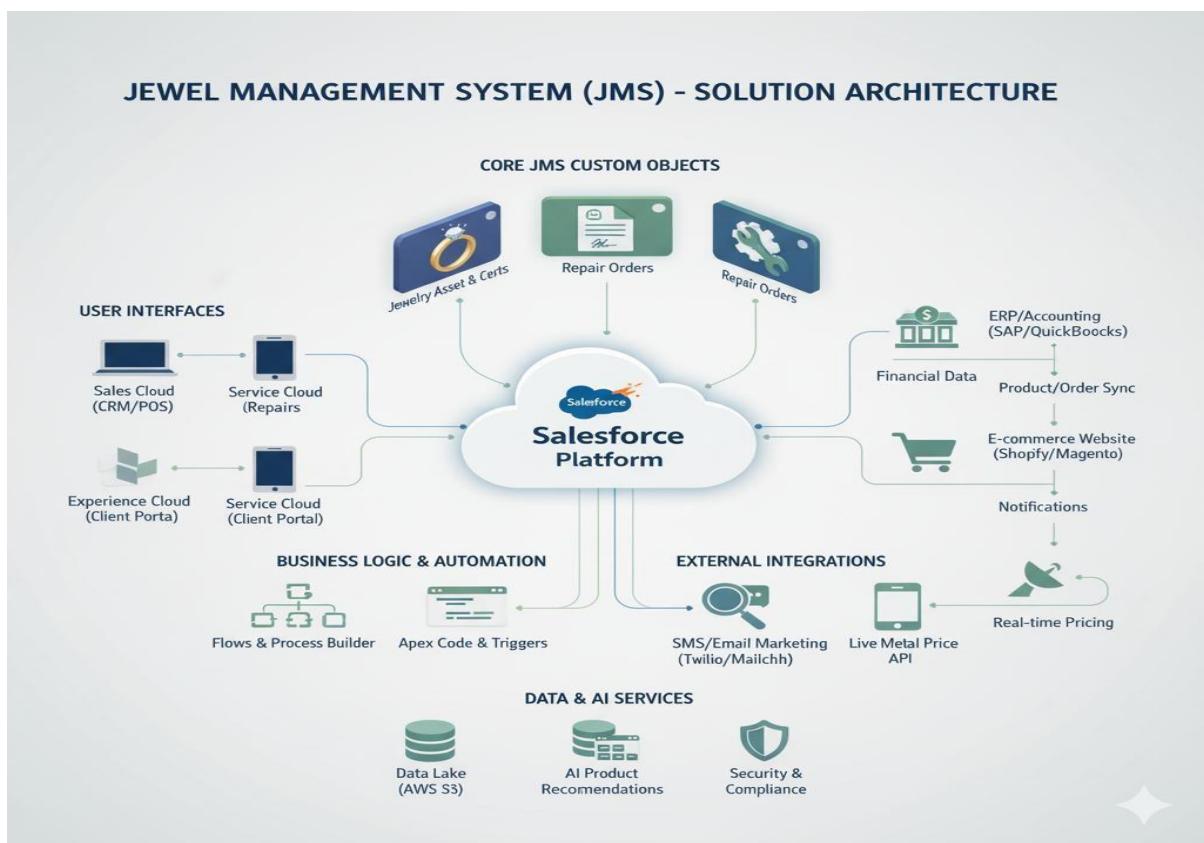
Goals of Jewel Management CRM

- Centralize Customer Data: Store and organize customer contact information, purchase history, preferences, and special occasions, enabling personalized service and targeted marketing.
- Track Sales and Analytics: Monitor sales performance, analyze customer buying patterns, and identify trends to boost sales and inform business decisions.
- Optimize Inventory Management: Automate inventory tracking, gain real-time visibility into stock levels, and manage product movement and availability.
- Automate Marketing and Communication: Send personalized communications and promotions via email/SMS, set up reminders for follow-ups or special occasions, and segment customers for targeted campaigns.
- Enhance Customer Service and Retention: Respond quickly to inquiries, document service interactions, automate loyalty programs, and solicit customer feedback to improve satisfaction.
- Process Standardization: Streamline repetitive tasks like order processing, invoice generation, and inventory updates for greater operational efficiency.

Development Phases for Jewel Management CRM

1. Planning and Requirement Analysis
2. Design and Architecture
3. Development and Customization
4. Testing and Quality Assurance
5. Deployment and Training
6. Maintenance and Continuous Improvement

Solution Architecture Diagram



Conclusion

Overall, the solution architecture successfully addresses the core business needs of the jewel management domain – enhancing customer engagement, improving inventory visibility, automating sales workflows, and supporting data-driven decision-making. The modular design also provides flexibility for future enhancements such as AI-driven recommendations, IoT-based stock tracking, and real-time analytics dashboards, ensuring long-term adaptability and value.