

Project Design Phase

Problem Solution Fit Template

Date	3 Nov 2025
Team Id	NM2025TMID08827
Project Name	CRM Application For Jewel Management System
Marks	2 Marks

Problem - Solution Fit Template

1. Target Customer Segment

Describe your ideal customer (e.g., retail jewelers, multi-store jewel chains, high-end boutique jewelry sellers).

2. Customer Problem(s)

List the major pain points experienced by this segment, such as:

- Manual, error-prone inventory tracking.
- Fragmented customer data and poor follow-up.
- Difficulty managing custom orders and repairs.
- Lack of real-time insights into sales and inventory.
- Inefficient communication between staff and departments.

3. Problem Context s Root Causes

Provide details about when/why these issues arise and their business impact (lost sales, time wasted, poor customer experience).

4. Current Solutions and Their Limits

Note how customers are currently coping (e.g., spreadsheets, generic CRMs), and what is lacking in those approaches.

5. Proposed Solution

State your Jewel Management CRM's unique features, such as:

- Automated inventory monitoring for precious items.
- Centralized CRM with customer purchase history and preferences.

- Workflow management for custom jewelry orders/repairs.
- Integrated sales, inventory, and analytics dashboards.
- Communication tools and role-based access for staff.

Template

