

# 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

