

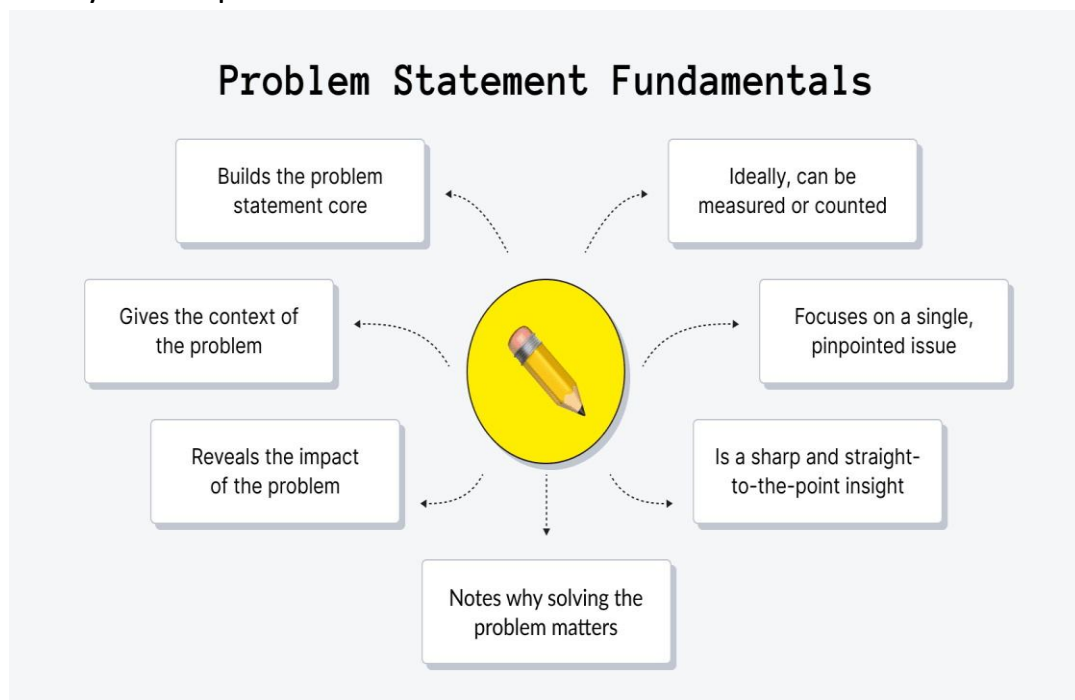
DEFINEPROBLEMSTATEMENT

| | |
|--------------|---|
| Date | 03 NOVEMBER 2025 |
| TeamID | NM2025TMID04143 |
| ProjectName | CRMApplicationforJewelManagement- (Developer) |
| MaximumMarks | 2Marks |

ProblemStatement :

Jewelry businesses facesignificantchallenges due to manualrecord-keeping, inefficient communication, and error-prone inventory tracking. Customers often experience frustration from lack of real-time updates, clarity about purchases, or timely after-sales service. Business owners struggle with maintainingaccuratesales,stock,andfinancialdata.Thesechallengesreduce overall efficiency and can negatively impact customer loyalty and business growth.

TheCRMJewelManagementprojectaimstoaddressthesechallenges by creating a cloud-based platform that enhances customer experiences, ensuresdataaccuracy,supportspersonalizedmarketing,andoptimizesevery stage of jewelry retail operations.



In today's competitive jewelry retail industry, many local jewelers continue to use manual processes to manage daily operations, resulting in misplaced customer records, inefficient inventory tracking, delayed billing, and inadequate communication with clients. Customers often face inconvenience due to the lack of transparency in order processing, uncertainty over product availability and delivery timelines, and insufficient after-sales service. Store owners struggle to maintain accuracy in stock management, pricing updates for precious metals and stones, employee performance tracking, and financial record-keeping, which leads to operational inefficiencies and lower customer satisfaction.