Ideation Phase

Brainstorm & Idea Prioritization

Date	3 Nov 2025
Team ID	NM2025TMID03582
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

CRM Application for Jewel Management

This CRM Application for Jewel Management is designed to digitize jewelry business operations, maintain customer records, track stock inventory, manage billing, and improve customer service.

Step-1: Team Collaboration & Problem Statement Selection

The team identified issues in manual store management such as missing purchase history, inventory mismatch, and lack of customer follow-up reminders. Therefore, the problem chosen was to develop a CRM system for jewelry shop management.

Step-2: Brainstorm, Idea Listing & Grouping

The team discussed and grouped ideas under four modules:
1. Customer Data Management
2. Inventory Monitoring & Stock Tracking
3. Billing & Sales
4. Customer Engagement & Reminder System

Step-3: Idea Prioritization

Modules were prioritized based on importance and ease of use:
1. Customer Management (High Priority)
2. Inventory Tracking
3. Billing System
4. Reminder Notifications

CRM Module Illustrations