

Project Design Phase

Proposed Solution

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

Proposed solution Template

Parameter	Description
Problem Statement	Jewelry store operations often rely on manual registers or basic software for sales, repairs, customer records, and stock management. This leads to data duplication, difficulty in tracking gemstones and gold purity, customer dissatisfaction, and time-consuming auditing.
Idea / Solution Description	A dedicated CRM system customized for jewelry business operations that integrates customer profiles, billing, inventory management, repair tracking, certifications, loyalty management, and sales history into one unified platform.
Novelty / Uniqueness	Unlike generic CRMs, this system supports jewelry-specific fields such as gold purity , stone carat measurements, hallmark certificate numbers, weight adjustments during repairs, and real-time pricing based on gold market rates.
Social Impact / Customer Satisfaction	Increases transparency in pricing and repair processes, improves store credibility, reduces fraud risks, and enhances long-term customer relationships through loyalty rewards and personalized offers.
Business Model	The CRM can be offered as subscription-

	based SaaS for small to medium jewel shops, or as an enterprise customization model for large chain showrooms.
Scalability of the Solution	Can scale to multiple store branches, integrate with online e-commerce jewelry portals, support barcoding of items and automated GST-compliant billing.

Detailed Solution Description

The CRM Application for Jewel Management centralizes customer, product, and sales-related data into a single digital platform.

Key Functional Capabilities:

1. Customer Management:

- Stores full customer profiles, purchase history, payment records, and loyalty points.
- Sends personalized offers and festival greetings via SMS/WhatsApp.

2. Inventory Management:

- Tracks gold, silver, diamond, and gemstone items with attributes such as weight, purity, certification number, and hallmark status.
- Updates stock automatically after sales or repair activities.

3. Sales and Billing:

- Generates GST-compliant digital invoices with adjustable gold rate syncing from the market.
- Allows easy exchange, resale value calculation, and old gold evaluation.

4. Repair and Custom Order Tracking:

- Maintains records of jewelry handed in for repair or custom manufacturing.
- Tracks labor charges, stone replacement, polishing weights, and delivery dates.

5. Security and Data Integrity:

- Role-based access control prevents unauthorized modifications.
- Real-time cloud backup to avoid loss of sales and inventory records.

This CRM improves operational transparency, enhances customer trust, reduces time in billing and record management, and supports efficient business decision-making based on analytics.