

## Ideation Phase

### Brainstorming and Idea Generation

#### CRM Application for Jewel Management

Date	23 October 2025
Team ID	NM2025TMID04809
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

### 1. Objective

To generate innovative ideas and identify practical features that address key challenges faced by jewelry businesses.

### 2. Brainstorming Process

Through brainstorming sessions, key problems in jewelry management were discussed and mapped to possible digital solutions using CRM tools and automation.

### 3. Key Ideas Generated

Idea	Description	Benefit
<b>Customer Profiles</b>	Maintain complete customer data with contact details, purchase history, and preferences.	Improves personalization and loyalty.
<b>Inventory Module</b>	Real-time stock tracking for gold, silver, diamond items.	Reduces manual errors and improves stock control.
<b>Sales Analytics Dashboard</b>	Analyze daily, monthly, and yearly sales data visually.	Supports data-driven decisions.
<b>Automated Reminders</b>	Send notifications for festivals, birthdays, or offers.	Strengthens customer relationships.
<b>Role-based Access</b>	Separate access for Admin and Employees.	Increases data security and control.
<b>Digital Invoicing</b>	Generate and email bills automatically.	Reduces paperwork and improves record accuracy.

### 4. Best Idea Chosen

A **web-based CRM system** tailored for jewelry management that integrates customer, inventory, and sales modules in one dashboard.

### 5. Expected Outcome

- Centralized and secure data management.

- Personalized customer experience.
- Improved business analytics and marketing reach.