

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