

## Ideation Phase

### Define the Problem Statements

Date	01 November 2025
Team ID	NM2025TMID03998
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

#### **Customer Problem Statement Template:**

Jewellery stores face challenges in managing customer relationships, sales records, and product inventory manually. Tracking customer preferences, purchase history, and customized jewelry orders is time-consuming and error-prone. This lack of a centralized CRM system leads to missed sales opportunities, delayed customer follow-ups, and poor customer retention.

A CRM Application for Jewel Management will allow store owners to efficiently manage customer data, orders, payments, and communication in one place. It ensures better insights into customer buying patterns, improves service personalization, and enhances business performance.

## Problem & Solution Table

Problem	Description	Solution
Customer Data Management	Jewelry stores often record customer details manually, which leads to lost or incomplete information	Develop a centralized CRM database to securely store and manage all customer records and purchase history
Sales Tracking Difficulties	Sales performance is hard to monitor due to lack of integrated reports or sales analytics	Implement dashboards to track daily, weekly, and monthly sales with graphical insights
Inventory Management	Managing jewelry stock manually causes mismatched inventory and delays in order fulfillment	Add real-time stock tracking and automatic updates when sales or new orders occur
Customer Retention Issues	Stores fail to maintain long-term relationships due to missed follow-ups and offers	Use automated reminders, loyalty programs, and personalized recommendations
Order & Payment Errors	Manual order tracking leads to duplicate or missed orders and billing errors	Provide an automated order and billing management module with secure payment

**Example:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A Jewellery Store Owner	Track and manage my customers and orders	I often miss customer details or follow-ups	I'm managing everything manually in registers or Excel	Frustrated and unable to maintain good customer relationships
PS-2	A Sales Manager	Maintain jewelry stock and sales reports	The system doesn't show real-time inventory or order updates	There is no integrated CRM system	Stressed and inefficient during busy seasons

**✓ Problem Statement PS 1:**

As a jewellery store owner, I am trying to maintain records of customers and their purchase history, but the manual tracking method is time-consuming and prone to mistakes.

This makes me feel frustrated as I struggle to follow up with customers or offer personalized deals. I need a digital CRM solution that allows me to view customer data, manage communications, and analyze sales trends easily.

**✓ Problem Statement PS 2:**

As a sales manager, I want to keep track of jewelry stock, daily sales, and employee performance efficiently.

However, due to the absence of a centralized CRM system, I have to rely on multiple spreadsheets and manual updates.

This causes confusion, delays, and errors during order processing.

A well-structured CRM application would automate these tasks, saving time and improving decision-making.