## Project Design Phase
## Problem – Solution Fit Template

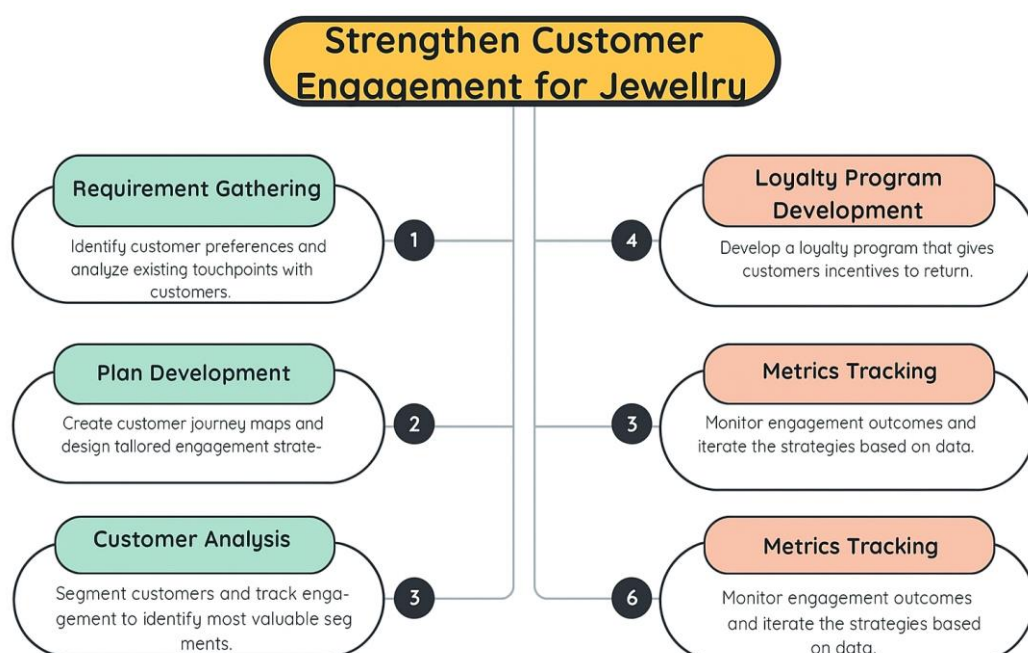| Date | 01 November 2025 |
|---|---|
| Team ID | NM2025TMID03998 |
| Project Name | CRM Application for Jewel Management |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The **Problem–Solution Fit** ensures that the identified issue faced by jewellery retailers is effectively addressed by a practical and innovative solution. This project bridges the gap between traditional manual customer tracking and a modern CRM-based approach, improving both efficiency and customer satisfaction.

It enables jewellers to manage customer interactions, track sales, and maintain loyalty records in one centralized system — thereby resolving operational inefficiencies and enhancing business insights.

**Purpose:**

- ❑ To automate jewellery customer management and reduce manual record-keeping errors.
- ❑ To improve customer satisfaction by tracking preferences, purchase history, and feedback.
- ❑ To provide sales and promotional insights through analytics and reporting modules.
- ❑ To simplify billing and inventory updates with an integrated CRM solution.
- ❑ To enhance communication between retailers and customers via loyalty programs and notifications.

**Template:**

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe

Jewellery retailers struggle with maintaining customer data, handling manual billing, and managing follow-ups for sales and promotions. This leads to data loss, poor customer retention, and limited visibility into business performance. The CRM Application for Jewellery Management provides a unified platform for managing customer profiles, product catalogs, sales billing, and promotional offers. With features like automated reports, customer analytics, and notifications, the system streamlines operations and strengthens retailer–customer relationships.