Project Design Phase
Proposed Solution

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

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Jewellery retailers often face challenges in managing customer data, purchase history, and loyalty tracking. Manual processes lead to data loss, poor customer engagement, and difficulties in analyzing sales performance.
2.	Idea / Solution description	Develop a CRM Application specifically designed for jewellery businesses. The system will allow jewellers to manage customer profiles, sales, inventory, and promotional campaigns in one integrated.
3.	Novelty / Uniqueness	Unlike generic CRM systems, this solution is tailored exclusively for jewellery management — including modules for gold, diamond, and silver products, customer preferences, and seasonal offer tracking. It provides a modern, user-friendly dashboard with analytics insights.
4.	Social Impact / Customer Satisfaction	The CRM enhances customer trust and satisfaction by offering personalized communication, loyalty programs, and timely updates. It simplifies store management and helps jewellers retain long-term customers.
5.	Business Model (Revenue Model)	The system can be offered as a subscription-based SaaS model to jewellery shops, enabling scalability and recurring revenue. It also reduces operational costs by automating manual tasks.
6.	Scalability of the Solution	The CRM can be scaled to include additional features like supplier management, employee performance tracking, and e-commerce integration, making it adaptable for both small retailers and large jewellery chains.

Conclusion

Strengthen **Customer Engagement** for Jewellery" employes varsious practices to enhance a client experience. It provides a great development of targeted loyalty initiatives as a result in-depth customer analysis provides cultivating long-lasting relationships and drives repeat sales. Focusing on customer preferences not only boosts immediate sales but also ensures future business sutainability through constant evolution of marketing strategies.

Solution Description:

The CRM Application for Jewellery Management is a digital platform that helps jewellery retailers manage customers, sales, and inventory in one place. It automates billing, tracks customer data, and generates business insights — improving efficiency, accuracy, and customer satisfaction.