SOLUTION REQUIREMENTS

Date	23 Octobar 2025
NM2025TMID0743 NM2025TMID0743	NM2025TMID06397
Project Title	CRM Application for Jewelry Management
Maximum Marks	4 Marks

Functional Requirements :

The CRM Jewelry Management Application integrates **customer relationship management, sales tracking, inventory control, and marketing automation** into one system. It enables smooth coordination between customers, sales staff, and administrators, ensuring efficient jewelry business operations and improved customer satisfaction.

S.No.	Requirement	Description
1	Customer Registration & Login	Allows customers to create accounts, log in securely, and manage profiles.
2	Customer Data Management	Stores and updates customer details such as contact info, preferences, and purchase history and purchase history.
3	Order Management	Allows customers to place, view, cancel, and track their orders.
4	Product Management	Enables admins to add, edit, or delete jewelry items with details like name, price, and images.
5	Inventory Tracking	Monitors stock levels and automatically updates inventory after sales or returns.

Non - Functional Requirements :

The CRM system uses **customer preferences** to personalize product recommendations and marketing messages, while **purchase history** helps the business analyze buying behavior, improve customer retention, and plan inventory accordingly. Together, these features strengthen customer relationships and boost sales through data-driven insights.

S.No.	Requirement	Description
1	Scalability	The system should support additional users, vehicles, and service types as the business grows.
2	Performance	The system should handle multiple users simultaneously without lag and process requests (like viewing products or placing orders) within 3 seconds.
3	Security	All user data (personal, payment, and transaction) should be securely stored and encrypted to prevent unauthorized access.
4	Availability	The system should be available 24/7 with minimal downtime, especially during peak sales periods or festivals.
5	Reliability	The system should maintain data integrity and provide accurate results, even after failures or unexpected shutdowns.
6	Maintainability	The system should allow easy updates, bug fixes, and upgrades without affecting existing operations.

Conslusion :

The **CRM Application for Jewelry Management** is a comprehensive system designed to enhance customer relationships, streamline jewelry business operations, and support data-driven decision-making. By integrating modules for customer management, inventory control, sales tracking, lead handling, and analytics, the system ensures efficient communication between customers, sales teams, and administrators.