TECHNOLOGY STACK

Date	23 October 2025
Team ID	NM2025TMID06397
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Technical Architecture :

Table-1 : Components & Technologies :

 The CRM Application – Jewelry Management project is developed using the Salesforce Platform, leveraging its comprehensive technical stack. The front-end user experience is built for responsiveness and interactivity using the Salesforce Lightning App Builder for page structure and Lightning Web Components (LWC) for dynamic UI elements. Data is stored and managed across Salesforce standard and custom objects (e.g., Accounts, Leads, Jewelry Products, Orders

Technology	Components	Description
Platform	Salesforce Cloud	The core cloud-based Customer Relationship Management (CRM) platform providing the integrated environment and database.
Front-End/UI	Salesforce Lightning App Builder Lightning Web Components (LWC)	Used for designing and structuring the overall user interface, pages, and layouts. Modern JavaScript framework for building interactive, responsive, and visually appealing UI components.
Business Logic	Apex Classes and Triggers	Salesforce's proprietary object-oriented language used for complex, server-side business logic (e.g., updating stock levels, generating invoices).
Data Model	Standard Objects	Core Salesforce objects used for customer management (e.g., **Lead, Account, Contact, Order**)Specifically created objects to manage jewelry-specific data (e.g.**, Jewelry Products, Inventory).**

Application Characteristics:

The CRM Application – Jewelry Management project exhibits a strong set of both functional and non-functional characteristics necessary for a high-value retail system. Key Functional Characteristics ensure the application directly meets the specialized needs of the jewelry business, including:

- **Integrated Customer Management:** Providing a 360-degree view of the customer, consolidating profiles, history, and follow-ups.

- **Specialized Inventory Management:** Tracking high-value items, custom products, and real-time stock levels using custom objects and Apex triggers.

- **Sales Process Automation:** Systematically managing leads, orders, invoice generation, and fulfillment through defined workflows.

- **Automated Business Logic:** Ensuring critical processes like stock level updates run accurately via Apex classes and triggers.

- **Real-time Analytics:** Delivering actionable sales performance, customer behavior, and inventory trends via Reports and Dashboards.

Crucial Non-Functional Characteristics define the quality and operational environment of the application:

- **Reliability and Scalability:** Achieved through development on the robust, enterprise-grade Salesforce cloud platform.

- **Security and Access Control:** Strictly enforced using Salesforce's native security model (Role Hierarchy, Profiles, Permission Sets).

- **Usability and Responsiveness:** The UI is interactive and visually appealing, built with Lightning Web Components (LWC) for an optimal user experience.

- **Customizability:** The platform allows for deep customization to align the CRM exactly with unique jewelry business processes.