Project Design Phase
Problem – Solution Fit Template

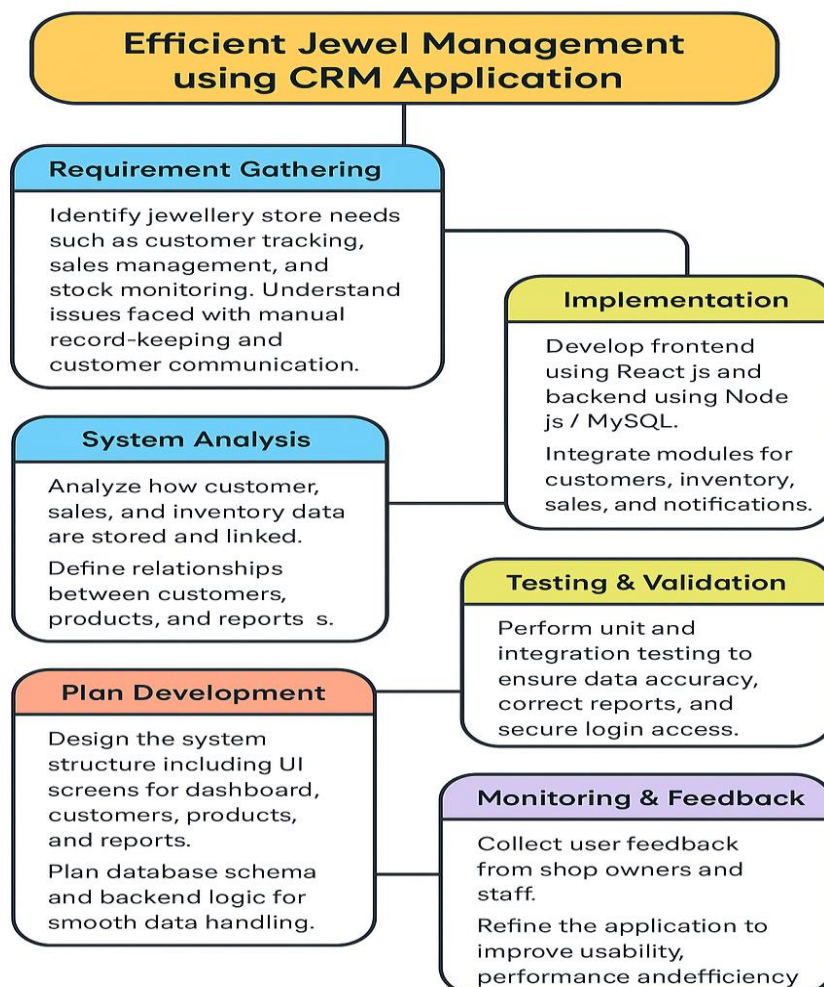| Date	23 October 2025
Team ID	NM2025TMID06397
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

Problem – Solution Fit Template:
Jewellery shops face difficulty managing customer data, sales records, and stock details manually.
They often lose track of customer preferences and follow-ups, affecting sales and relationships.
The proposed **CRM Application for Jewel Management** solves this by storing customer details, sales history, and inventory in one system. It helps automate reminders, track jewellery stock, and improve customer communication.

Purpose:
❑ The purpose of the **CRM Application for Jewel Management** is to help jewellery stores manage their customers, sales, and inventory in an organized way.
❑ It aims to reduce manual work, avoid data loss, and improve customer relationships.
❑ The system provides an easy platform to store customer details, track purchases, and send reminders or offers.
❑ It also helps shop owners make better decisions using reports and analytics

Template:

References:

1. https://www.salesforce.com/in/crm/what-is-crm/

2. https://www.zohocrm.com/resources/what-is-crm.html

The project **"CRM Application for Jewel Management"** focuses on improving customer relationship handling and business operations in jewellery stores. By centralizing customer information, sales records, and inventory data, the system ensures smooth management and eliminates manual errors. This solution enhances customer engagement through reminders, personalized offers, and purchase tracking. It also provides real-time insights and analytics, helping shop owners make better business decisions. With secure data handling and role-based access, the project establishes a strong foundation for efficient, transparent, and technology-driven jewellery management.