

**Project Design Phase**  
**Proposed Solution**

Date	23 October 2025
Team ID	NM2025TMID06397
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 stores face challenges in managing customer details, sales records, and stock manually, leading to data loss, poor tracking, and low customer satisfaction.
2.	Idea / Solution description	A web-based <b>CRM Application for Jewel Management</b> is developed to manage customers, products, and sales in one platform. It allows easy tracking of jewellery inventory, purchase history, and personalized offers for customers.
3.	Novelty / Uniqueness	The system is customized specifically for jewellery businesses, integrating CRM features like customer relationship tracking, sales analysis, and stock management — all in one application.
4.	Social Impact / Customer Satisfaction	Enhances customer trust by providing timely offers, reminders, and accurate service. Improves business efficiency, reduces manual errors, and builds long-term customer relationships.
5.	Business Model (Revenue Model)	Can be offered as a subscription-based software (SaaS) for jewellery shops. It helps save time, reduce paperwork, and increase profit through better customer engagement and inventory management.
6.	Scalability of the Solution	The system can be expanded to include online jewellery ordering, supplier management, and multi-branch data integration for large jewellery chains.

Reference: Infographic created using **Canva** for the *CRM Application for Jewel Management* project.

### **Solution Description:**

To simplify and digitalize jewellery business operations, a **CRM Application for Jewel Management** is developed. The system provides a centralized platform to manage customer details, sales transactions, and jewellery inventory efficiently. Each module—Customer, Product, Sales, and Reports—is interconnected to ensure real-time data updates and accuracy. The application allows shop owners to track purchase histories, send personalized offers or reminders, and monitor stock levels easily. Built using web technologies like React.js and Node.js, the solution is user-friendly, secure, and requires no third-party integrations. This approach enhances customer satisfaction, improves data organization, and supports smarter decision-making for jewellery businesses.

### **Conclusion:**

The **CRM Application for Jewel Management** successfully streamlines jewellery store operations by integrating customer, sales, and inventory management into a single platform. It reduces manual work, improves accuracy, and enhances customer satisfaction through personalized services and reminders. The system also provides valuable insights through reports and analytics, helping store owners make better business decisions. Overall, this project demonstrates how technology can modernize traditional jewellery management and support efficient, reliable, and customer-focused business growth.