

## Project Design Phase

### Proposed Solution

Date	3 NOVEMBER 2025
Team ID	NM2025TMID06540
Project Name	CRM Application for Jewel Management (Developer)
Maximum Marks	2 Marks

### Proposed Solution Template:

S. No.	Module / Area	Proposed Solution	Expected Outcome
1	<b>Customer Management</b>	Develop a centralized customer database to store customer details, contact information, and purchase history.	Ensures easy access to accurate customer data and improves customer relationship management.
2	<b>Item Management</b>	Design a structured module to manage ornament details, weight, stone weight, and item category.	Provides accurate item tracking and efficient management of jewelry details.
3	<b>Price Management</b>	Implement formula-based automation for gold and silver price calculations based on purity and weight.	Achieves real-time, consistent, and error-free pricing updates.
4	<b>Order &amp; Return Management</b>	Build an order system with picklists for expected return days, delivery tracking, and item linkage.	Streamlines order processing and enhances return handling efficiency.

# Conclusion

**CRM Application for Jewel Management** effectively bridges the gap between traditional jewelry business operations and modern digital management. By automating processes such as pricing, order tracking, and customer management within a centralized Salesforce environment, the solution ensures data accuracy, operational efficiency, and improved decision-making. Through systematic requirement gathering, precise implementation, and rigorous testing, the application has demonstrated reliability, scalability, and readiness for real-world deployment. Overall, the solution not only resolves key business challenges but also lays a strong foundation for future enhancements, enabling the business to operate with greater agility, transparency, and customer satisfaction.

Reference: Infographic created using MidJourney.

## Solution Description:

The solution integrates multiple custom objects such as **Jewel Customer**, **Item**, and **Price**, establishing relationships among them to ensure seamless data flow and accurate record management. Formula fields are used to automate calculations of gold and silver prices based on **purity, weight, and market value**, reducing manual intervention and minimizing human errors.

Key business rules and validation logic are implemented to prevent incorrect data entries, duplication, or deletion of linked records. Workflow automation and Salesforce Flows handle repetitive operations like pricing updates, order tracking, and return management. This ensures the system operates efficiently and consistently with minimal manual effort.