

## Project Design Phase

### Problem – Solution Fit

Date	23 June 2025
Team ID	LTVIP2025TMID31339
Project Name	CRM Application for Jewel Management - (Developer)

### Problem – Solution Fit Template:

The Problem–Solution Fit refers to identifying a genuine customer problem and validating that the solution being developed effectively addresses that problem. In the context of the Jewelry Management System, this fit focuses on the specific pain points of jewelry retailers, wholesalers, and customers, ensuring that the Salesforce-based application directly resolves those issues.

### Purpose:

- ☐ Solve complex inventory, sales, and customer engagement problems for jewelry businesses.
- ☐ Succeed faster and increase solution adoption by integrating with existing Salesforce CRM behavior and workflows.
- ☐ Sharpen communication strategies using customer sales history and engagement data for better marketing.
- ☐ Increase trust and customer retention by offering real-time stock visibility, alerts, and after-sale services.
- ☐ Understand current bottlenecks in manual inventory tracking and replace them with intelligent, automated systems.

# Problem-Solution Fit

Problem	Solution
Manual tracking of inventory and sales is time-consuming and error-prone	Automated inventory and sales management through Salesforce
Difficulty managing jewelry items by type, metal, stone, etc	Categorization of jewelry items for efficient organization and retrieval
Limited visibility into customer preferences and purchase history	Customer relationship management features for personalized service