

Project Design Phase

Problem – Solution Fit Template

Date	06 Nov 2025
Team ID	25E251B56BC5016B4484596B39025A8F
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

Problem Overview

Jewelry businesses often face challenges in managing customer relationships, product inventories, and sales operations efficiently.

Most stores depend on manual record-keeping (Excel, notebooks, or isolated POS systems) which leads to:

- Data duplication and inconsistency
- Poor visibility into stock levels
- Difficulty tracking customer preferences or purchase history
- Inefficient sales tracking and delayed follow-ups

As a result, business owners lose valuable customer insights, reduce profitability, and miss opportunities for customer retention.

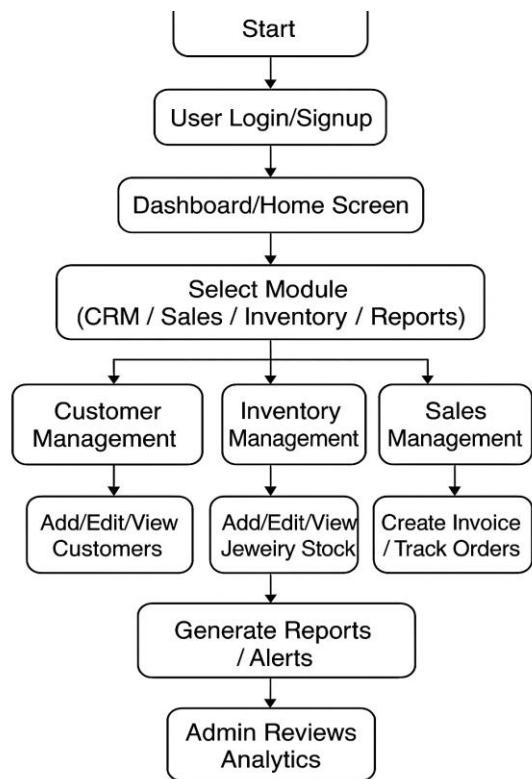
Purpose:

Develop a **CRM (Customer Relationship Management) Application** specifically tailored for jewelry businesses to centralize and automate all operations — from customer tracking to inventory and billing.

The system will allow jewelry shop owners and staff to:

- Manage customer information and purchase history
- Track and analyze sales performance
- Maintain inventory and automate reorder alerts
- Manage custom jewelry orders and production timelines
- Send automated reminders and promotional message.

Template:



This project focuses on solving the management issues faced by jewelry businesses. Most jewelry shops handle customer records, inventory, and sales manually, leading to errors, data loss, and poor customer tracking. The proposed **CRM Application for Jewel Management** offers a digital solution to centralize all operations.

The system manages customer details, sales transactions, inventory, and custom jewelry orders from one platform. It also generates reports and analytics to help business owners make informed decisions. Key features include customer management, billing, inventory control, and automated notifications.

By automating these processes, the CRM improves accuracy, saves time, and enhances customer satisfaction. It helps jewelry stores shift from manual record-keeping to a modern, data-driven approach. The expected outcome is higher efficiency, better stock control, and stronger customer relationships.