Project Design Phase

Proposed Solution

Date	06 Nov 2025
Team ID	FE7F7B420961141A91F48E734450581D
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

Proposed Solution Template:

Sl. No.	Module / Component	Proposed Solution / Functionality	Expected Outcome / Benefit
1	Customer Management	Maintain detailed customer profiles with contact info, purchase history, preferences, and important dates (e.g., anniversaries).	Enhances personalized service and improves customer retention.
2	Inventory Management	Track jewelry stock by type, material, weight, and supplier. Generate alerts for low stock.	Prevents stockouts and overstocking; improves supply chain efficiency.
3	Billing & Invoicing System	Generate automated bills with tax calculation and digital receipts. Integrate with barcode scanning.	Reduces billing time and eliminates manual calculation errors.
4	Loyalty & Rewards Program	Implement point-based or discount-based loyalty systems for repeat customers.	Increases customer loyalty and encourages repeat purchases.
5	Sales Management	Manage and record all sales transactions; track salesperson performance.	Provides transparency and boosts sales performance tracking.
6	Marketing & Promotions	Automate marketing through SMS, email, and offers based on customer segmentation.	Improves marketing efficiency and customer engagement.

7	Reports & Analytics Dashboard	Generate visual reports on sales trends, top customers, and product performance.	Supports data-driven decisions for business growth.

Solution Description:

The proposed CRM (Customer Relationship Management) Application for Jewel Management is a comprehensive digital solution designed to streamline business operations, customer interactions, and sales management within the jewelry industry. It enables jewelry store owners, sales teams, and administrators to manage their customer database, sales transactions, product inventory, and marketing activities from a unified platform.