

Define the problem statement

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

Problem Statement :

Jewelry businesses often struggle to manage customer data, inventory, and sales efficiently because they rely on manual systems or disconnected tools. This results in data duplication, inaccurate inventory tracking, and poor customer relationship management.

Customers today expect personalized communication, loyalty programs, and quick service, but without an integrated system, jewelers cannot effectively track preferences or purchase histories. Consequently, this leads to **reduced customer retention, loss of sales opportunities, and inefficient operations**.

Therefore, a **CRM Application for Jewel Management** is needed to integrate customer management, inventory tracking, billing, and marketing automation into a single platform—helping jewelry businesses streamline operations and enhance customer satisfaction.

2. Problem–Solution Table :

S. No.	Identified Problem	Proposed Solution	Expected Outcome
1	Manual customer record maintenance leads to missing or incomplete information	Develop a digital Customer Profile Module to store complete customer data, preferences, and history	Accurate and easily accessible customer information
2	Difficulty tracking jewelry inventory (gold, silver, gemstones, designs)	Implement an Inventory Management System with auto stock updates and barcode/RFID scanning	Real-time tracking of stock and reduced losses
3	Time-consuming billing and quotation process	Integrate an Automated Billing System with invoice generation and tax calculations	Faster billing and error-free financial records

4	Poor customer retention and lack of personalized offers	Introduce a Loyalty and Rewards Program with automated notifications	Increased customer loyalty and repeat business
5	Inefficient communication with customers (manual SMS/Email)	Add a Marketing Automation Module for personalized SMS/Email campaigns	Improved customer engagement and promotions
6	Limited insights into business performance	Provide an Analytics Dashboard showing sales trends and customer behavior	Data-driven decision-making
7	Lack of centralized system leads to fragmented operations	Develop an Integrated CRM Platform for jewelry businesses	Streamlined workflow and better business control

3. Example (Scenario) :

Example:

“ABC Jewels,” a local jewelry store, manages customer details on paper and inventory in Excel. The owner often faces confusion about available stock and customer purchase history. Billing errors are common, and marketing messages are sent manually to only a few customers.

After implementing a **CRM Application for Jewel Management**, ABC Jewels can:

- Instantly view customer purchase history and preferences
- Generate digital invoices automatically
- Track real-time inventory across branches
- Send automated loyalty offers and personalized promotions

This transformation increases sales, reduces administrative time, and improves customer satisfaction.