

**PROJECT TITLE:CRM APPLICATION FOR JEWEL
MANAGEMENT**

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2.DEVELOPMENT PHASE

Creating Developer Account

The project was developed on salesforce developer org, created via:

<https://developer.salesforce.com/signup>



salesforce.com/form/de...



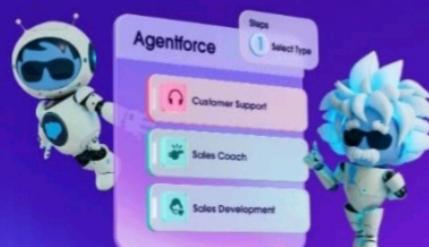
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Your org may be provisioned on or migrated to Hyperforce, Salesforce's public cloud infrastructure.

I agree to the Main Services Agreement – Developer Services and Salesforce Program Agreement. I acknowledge, as described in the Developer Documentation: (1) the Developer Edition includes autonomous and other generative AI features; and (2) Salesforce may limit use of those features and the org, and may terminate any org that has been inactive for 45 days.

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Object Created

Jewel customer – To store and manage information about customer.



elop.lightning.force.com



Search Setup

Setup

Home

Object Manager

SETUP > OBJECT MANAGER

Jewel Customer

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Object Access

Triggers

Flow Triggers

Validation Rules

Conditional Field Formatting

Details

Description

API Name

Jewel_Customer__c

Custom

✓

Singular Label

Jewel Customer

Plural Label

Jewel Customers

Edit

Delete

Enable Reports

✓

Track Activities

Track Field History

Deployment Status

Deployed

Help Settings

Standard salesforce.com Help Window

Custom Tabs – Custom object look and behave like the standard tabs provided by salesforce.

The screenshot shows the Salesforce Setup interface with the following details:

- Header:** elop.lightning.force.com
- Setup Bar:** Home, Object Manager (selected), +, 4 notifications.
- Page Header:** SETUP > OBJECT MANAGER, Item
- Left Sidebar (Details):** Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, Scoping Rules, Object Access, Triggers, Flow Triggers, Validation Rules, Conditional Field Formatting.
- Right Panel (Details):**
 - Description: (empty)
 - API Name: Item__c
 - Custom: ✓
 - Singular Label: Item
 - Plural Label: Items
 - Enable Reports: ✓
 - Track Activities: (empty)
 - Track Field History: (empty)
 - Deployment Status: Deployed
 - Help Settings: Standard salesforce.com Help Window
- Buttons:** Edit, Delete

Fields validation rules – Creating the validation rules for postal code field in jewel customer object.

The screenshot shows the Salesforce Setup interface for the 'Jewel Customer' object. The left sidebar lists various configuration options like Details, Fields & Relationships, Page Layouts, and Validation Rules. The 'Validation Rules' option is selected and highlighted in blue. The main content area displays the 'Validation Rule Detail' for the 'Jewel Customer Validation Rule'. The rule is named 'Postal_Code' and is active. The error condition formula is defined as follows:

```
AND(  
    OR(  
        LEN( Zip_Postal_code__c ) <> 6, NOT(REGEX(Zip_Postal_code__c, "[0-9]{6}$"))),  
        NOT(ISBLANK(Zip_Postal_code__c))  
    )
```

The error message is: "Must contain 6 digits", select the Error location as Field and select the field as "Zip/Postal code". The rule was created by Renuga.sri.R on 8/31/2025, 3:07 AM and modified by Renuga.sri.R on the same date.

Roles for gold smith - A Role is user visibility access at the record level.
Gold – Expand all and click on add role.

The screenshot shows the Salesforce Setup Roles page. The left sidebar lists categories like Feature Settings, Sales, Service, and Case Teams. The main area displays the 'Creating the Role Hierarchy' section with a tree view of roles under 'TheSmartbridge'. The hierarchy includes CEO, CFO, COO, Gold Smith, Worker, SVP.Customer Service & Support, Customer Support, International, Customer Support, North America, Installation & Repair Services, SVP.Human Resources, SVP.Sales & Marketing, VP, International Sales, VP, Marketing, Marketing Team, VP, North American Sales, Director, Channel Sales, Channel Sales Team, Director, Direct Sales, Eastern Sales Team, and Western Sales Team. Each role entry has 'Edit | Del | Assign' options and an 'Add Role' link.

Users – To create two more user in same profile.

The screenshot shows the Salesforce Lightning interface. At the top, there's a header with a home icon, the URL 'elop.lightning.force.com', a plus sign for new tabs, a '5' indicating five open tabs, and a three-dot menu. Below the header is a toolbar with icons for cloud, search, and other setup functions. A search bar labeled 'Search Setup' is also present.

The main content area has a 'Setup' tab selected in the top navigation. The left sidebar contains a tree view with categories like 'Users', 'Feature Settings', 'Data.com', 'Service', 'Embedded Service', 'User Interface', and 'Console Settings'. Under 'Users', 'Prospector Users' is expanded. Under 'User Interface', 'Action Link Templates' and 'Actions & Recommendations' are listed. Under 'Console Settings', 'Console Workspace Page', 'Loading Preference', and 'Loaded Console Tab Limit' are listed.

The central area displays the 'Users' page with the title 'All Users'. It includes a help link 'Help for this Page'. Below the title, it says 'On this page you can create, view, and manage users.' and 'To get more licenses, use the Your Account app. [Let's Go](#)'. There are buttons for 'View: All Users', 'Edit | Create New View', and links to 'A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | Other | All'.

The main table lists users with columns: Action, Full Name, Alias, Username, Role, Active, and Profile. The users listed are:

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatter	chatty.00dg 000009xqefua2xc92e7qw7q6v@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Fr User
<input type="checkbox"/> Edit	EPIC, OrgFarm	QEPIC	epic.ce436a7388ae@orgfarm.salesforce.com		<input checked="" type="checkbox"/>	System Administrators
<input type="checkbox"/> Edit	Mikaelson, Kol	kmika	renuga@renu.com	Worker	<input checked="" type="checkbox"/>	Worker profiles
<input type="checkbox"/> Edit	Mikaelson, Niklaus	nmika	renu@renu.com	Gold Smith	<input checked="" type="checkbox"/>	Gold Smith
<input type="checkbox"/> Edit	R_Renuga_sri	ren	renugasri900443@agentforce.com		<input checked="" type="checkbox"/>	System Administrators
<input type="checkbox"/> Edit	User Integration	integ	integration@00dg 000009xqefua2.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightssecurity@00dg 000009xqefua2.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

At the bottom of the table area, there are buttons for 'New User', 'Reset Password(s)', and 'Add Multiple Users'. Below the table, there are links to 'A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | Other | All'.

Page layout for gold and silver – A Page layout us to allow customise design and organise detail and edit page of records.

Gold – Click the object manager in page layout, to create the gold page layout.

Silver – Like same procedure the silver page layout also.

The screenshot shows the Salesforce Setup interface for the 'Item' object. The left sidebar contains a tree view of setup categories. The 'Page Layouts' category is selected, showing a table with three rows:

PAGE LAYOUT NAME	CREATED BY	MODIFIED BY
Item Layout	Renuga sri R, 8/31/2025, 1:53 AM	Renuga sri R, 8/31/2025, 11:13 PM
Page Layout for Gold	Renuga sri R, 9/1/2025, 6:48 AM	Renuga sri R, 9/1/2025, 6:53 AM
Page Layout for Silver	Renuga sri R, 9/1/2025, 6:59 AM	Renuga sri R, 9/1/2025, 7:01 AM

Record Types – Record types are a way of grouping many records of one type for that object. Record types allow administrators to create a different page layout with custom picklist fields and values for the same business process and various business process.

The screenshot shows the Salesforce Setup interface with the following details:

- Header:** The URL is `elo.elop.lightning.force.com`. There are icons for Home, + New, a counter (4), and three vertical dots.
- Top Bar:** Includes a blue cloud icon, a search bar labeled "Search Setup", and various configuration icons.
- Breadcrumbs:** SETUP > OBJECT MANAGER
- Section:** Item
- Left Sidebar:** A navigation menu with the following items:
 - Details
 - Fields & Relationships
 - Page Layouts
 - Lightning Record Pages
 - Buttons, Links, and Actions
 - Compact Layouts
 - Field Sets
 - Object Limits
 - Record Types** (selected)
- Table:** Displays "Record Types" with 2 items, sorted by Record Type Label.

RECORD TYPE LABEL	DESCRIPTION	ACTIVE	MODIFIED BY
Gold	Gold items information	✓	Renuga sri R, 9/1/2025, 7:09 AM
Silver	Silver items information	✓	Renuga sri R, 9/1/2025, 7:12 AM

User Adoption – you perform user management tasks like creating and editing users, resetting passwords, granting permissions, configuration data access and much more.

The screenshot shows a web browser window with the URL elop.lightning.force.com. The page title is "Jewellery Inventory ...". The main content area displays a list of "Jewel Customers" with 10 items recently viewed. The list includes entries such as "durga", "pavi", "rasika", "suji", "gowsik", "gowtham", "moorthy", "dhanam", "Renuga", and "Sample 1". The interface includes standard Salesforce navigation and search tools.

Customer name
1 durga
2 pavi
3 rasika
4 suji
5 gowsik
6 gowtham
7 moorthy
8 dhanam
9 Renuga
10 Sample 1

3. IMPLEMENTATION

Profiles – A Profile is a group of setting and permission that define what a user can do. Profile controls “object permission, field permission, user permission, tab setting, app setting, apex class access, page layout, record types”.

The screenshot shows the Salesforce Lightning Experience interface. At the top, there is a navigation bar with a home icon, the URL 'elop.lightning.force.com', a plus sign for new tabs, a tab indicator showing '4' open tabs, and a three-dot menu. Below the navigation is a header bar with a blue cloud icon, a search bar containing 'Search Setup', and various setup icons. The main content area has a dark blue header with a user profile icon and the word 'Profiles'. The page title is 'Profiles'. On the left, there is a sidebar with a 'Profiles' section and a note: 'Didn't find what you're looking for? Try using Global Search.' The main content area displays a table titled 'All Profiles' with columns for 'Action', 'Profile Name', 'User License', and 'Custom'. The table lists numerous profiles, many of which have a checkmark in the 'Custom' column.

Action	Profile Name	User License	Custom
Edit Clone	Analytics Cloud Integration User	Analytics Cloud Integration User	
Edit Clone	Analytics Cloud Security User	Analytics Cloud Integration User	
Edit Clone	Anypoint Integration	Identity	
Edit Clone	Authenticated Website	Authenticated Website	
Edit Clone	Authenticated Website	Authenticated Website	
Edit Del ...	B2B Reordering Portal Buyer Profile	External Apps Login	✓
Edit Clone	Chatter External User	Chatter External	
Edit Clone	Chatter Free User	Chatter Free	
Edit Clone	Chatter Moderator User	Chatter Free	
Edit Clone	Contract Manager	Salesforce	
Edit Clone	Cross Org Data Proxy User	XOrg Proxy User	
Edit Del ...	Custom: Marketing Profile	Salesforce	✓
Edit Del ...	Custom: Sales Profile	Salesforce	✓
Edit Del ...	Custom: Support Profile	Salesforce	✓
Edit Clone	Customer Community Login User	Customer Community Login	
Edit Clone	Customer Community Plus Login...	Customer Community Plus Login	
Edit Clone	Customer Community Plus User	Customer Community Plus	
Edit Clone	Customer Community User	Customer Community	
Edit Clone	Customer Portal Manager Custom	Customer Portal Manager Custom	
Edit Clone	Customer Portal Manager Standard	Customer Portal Manager Standard	
Edit Clone	Einstein Agent User	Einstein Agent	
Edit Clone	External Apps Login User	External Apps Login	
Edit Clone	External Identity User	External Identity	
Edit Clone	Force.com - App Subscription User	Force.com - App Subscription	
Edit Clone	Force.com - Free User	Force.com - Free	

The lightning app – It is used to create a CRM Application for jewel management, which show as a dashboard in that it allows us to provide the data, reports, etc....,

The screenshot shows the Salesforce Setup interface with the 'App manager' selected in the sidebar. The main area is titled 'Lightning Experience App Manager' and displays a list of 27 items. The list includes various apps like All Tabs, Analytics Studio, App Launcher, Approvals, Automation, Bolt Solutions, Community, Content, Data Cloud, Data Manager, Digital Experien..., Jewellery Inven..., Lightning Usag..., Marketing CRM..., My Service Jou..., Platform, Queue Manage..., Sales, Sales, Sales Cloud Mo..., Sales Console, Salesforce Cha..., Salesforce Sch..., Service, Service Console, Site.com, and Subscription M... . The columns show App Name, Developer Name, Description, Last Modified, App Type, and Visibility.

App Name	Developer Name	Description	Last Modified	App Type	Visibility
All Tabs	AllTabSet		8/24/2025, 2:2...	Classic	✓
Analytics Studio	Insights	Build CRM Anal...	8/24/2025, 2:2...	Classic	✓
App Launcher	AppLauncher	App Launcher t...	8/24/2025, 2:2...	Classic	✓
Approvals	Approvals	Manage appro...	8/24/2025, 2:2...	Lightning	✓
Automation	FlowsApp	Automate busi...	8/24/2025, 2:2...	Lightning	✓
Bolt Solutions	LightningBolt	Discover and ...	8/24/2025, 2:2...	Lightning	✓
Community	Community	Salesforce CR...	8/24/2025, 2:2...	Classic	✓
Content	Content	Salesforce CR...	8/24/2025, 2:2...	Classic	✓
Data Cloud	Audience360	Build a thoroug...	8/24/2025, 2:2...	Lightning	✓
Data Manager	DataManager	Use Data Mana...	8/24/2025, 2:2...	Lightning	✓
Digital Experien...	SalesforceCMS	Manage conte...	8/24/2025, 2:2...	Lightning	✓
Jewellery Inven...	Jewellery_Inve...	Elevate your lo...	8/31/2025, 2:2...	Lightning	✓
Lightning Usag...	LightningInstru...	View Adoption ...	8/24/2025, 2:2...	Lightning	✓
Marketing CRM...	Marketing	Track sales an...	8/24/2025, 2:2...	Classic	✓
My Service Jou...	MSJApp	Discover new c...	8/24/2025, 2:2...	Lightning	✓
Platform	Platform	The fundament...	8/24/2025, 2:2...	Classic	✓
Queue Manage...	QueueManage...	Create and ma...	8/24/2025, 2:2...	Lightning	✓
Sales	Sales	The world's mo...	8/24/2025, 2:2...	Classic	✓
Sales	LightningSales	Manage your s...	8/24/2025, 2:2...	Lightning	✓
Sales Cloud Mo...	SalesCloudMob...	New seller foc...	8/24/2025, 2:2...	Lightning	✓
Sales Console	LightningSales...	(Lightning Exp...	8/24/2025, 2:2...	Lightning	✓
Salesforce Cha...	Chatter	The Salesforce...	8/24/2025, 2:2...	Classic	✓
Salesforce Sch...	LightningSched...	Set up persona...	8/24/2025, 2:2...	Lightning	✓
Service	Service	Manage custo...	8/24/2025, 2:2...	Classic	✓
Service Console	LightningService	(Lightning Exp...	8/24/2025, 2:2...	Lightning	✓
Site.com	Sites	Build pixel-perf...	8/24/2025, 2:2...	Classic	✓
Subscription M...	RevenueCloudC...	Get started aut...	8/24/2025, 2:2...	Lightning	✓

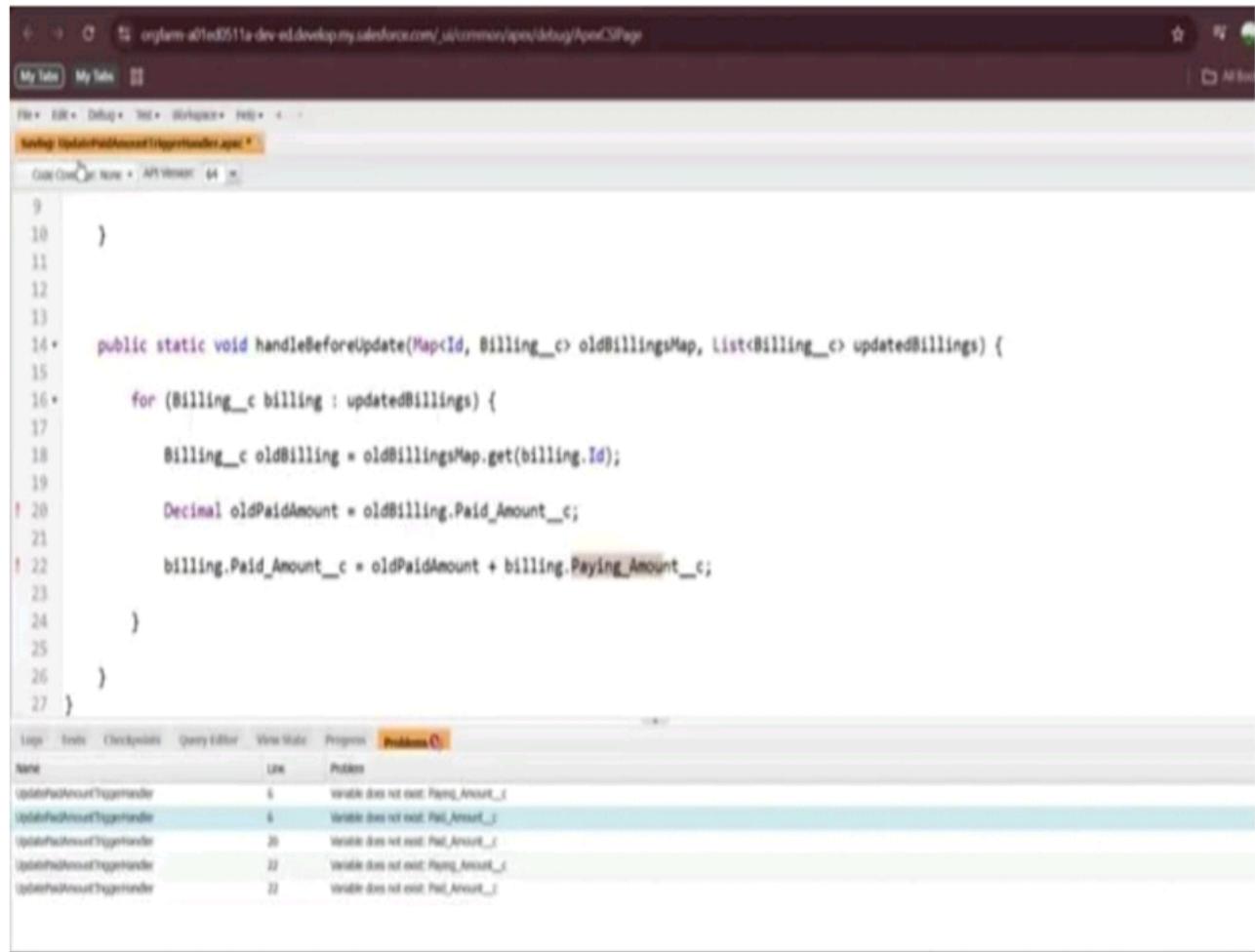
Text field: A Text field is used whenever you need to capture describe or alphanumeric details that identify, describe, or provide context about jewel items, supplier, or transaction.

Apex class – auto calculate total cost from order items.



```
1 * public class UpdatePaidAmountTriggerHandler {
2 *     public static void handleBeforeInsert(List<Billing__c> newBillings) {
3 *         for (Billing__c billing : newBillings) {
4 *             billing.Paid_Amount__c = billing.Paying_Amount__c;
5 *         }
6 *     }
7 *
8 *     public static void handleBeforeUpdate(Map<Id, Billing__c> oldBillingsMap, List<Billing__c> updatedBillings) {
9 *         for (Billing__c billing : updatedBillings) {
10 *             Billing__c oldBilling = oldBillingsMap.get(billing.Id);
11 *
12 *             Decimal oldPaidAmount = oldBilling.Paid_Amount__c;
13 *
14 *             billing.Paid_Amount__c = oldPaidAmount + billing.Paying_Amount__c;
15 *         }
16 *     }
17 * }
```

Apex trigger – auto calculate total cost from order item.



```
14 *     public static void handleBeforeUpdate(Map<Id, Billing__c> oldBillingsMap, List<Billing__c> updatedBillings) {
15 *
16 *         for (Billing__c billing : updatedBillings) {
17 *
18 *             Billing__c oldBilling = oldBillingsMap.get(billing.Id);
19 *
20 *             Decimal oldPaidAmount = oldBilling.Paid_Amount__c;
21 *
22 *             billing.Paid_Amount__c = oldPaidAmount + billing.Paying_Amount__c;
23 *
24 *         }
25 *
26 *     }
27 }
```

Name	Line	Problem
UpdatePaidAmountTriggerHandler	6	Variable does not exist: Paying_Amount__c
UpdatePaidAmountTriggerHandler	6	Variable does not exist: Paid_Amount__c
UpdatePaidAmountTriggerHandler	20	Variable does not exist: Paid_Amount__c
UpdatePaidAmountTriggerHandler	22	Variable does not exist: Paying_Amount__c
UpdatePaidAmountTriggerHandler	22	Variable does not exist: Paid_Amount__c

Error handling: Resolved the issues “paying amount”, “paid amount” not found in the field, so create these fields.

```
9
10 }
11
12
13
14 * public static void handleBeforeUpdate(Map<Id, Billing__c> oldBillingsMap, List<Billing__c> updatedBillings) {
15
16     for (Billing__c billing : updatedBillings) {
17
18         Billing__c oldBilling = oldBillingsMap.get(billing.Id);
19
20         Decimal oldPaidAmount = oldBilling.Paid_Amount__c;
21
22         billing.Paid_Amount__c = oldPaidAmount + billing.Paying_Amount__c;
23
24     }
25
26 }
27 }
```

Result

Output screenshots to be inserted.

Permission sets: Permission sets in CRM Application for jewel management are used to give additional access to users to users without changing their profile. They allow specific staff to perform extra tasks like updating stock, purchase order, or viewing reports when needed.

Flows: flows in CRM Application for jewel management system are used to automate processes like updating stock after a purchase order, sending alerts for low inventory or expired stocks, and reducing manual work to improve accuracy and efficiency.

The screenshot shows the Salesforce Lightning interface with the URL `elop.lightning.force.com`. The top navigation bar includes a home icon, a search bar with the text "elop.lightning.force.com", a plus sign for new tabs, a notifications icon with a red "6", and a three-dot menu.

The main content area is titled "Permission Sets". It features a search bar with "Search Setup" and a "Permission Set" filter. Below the title, a sub-header says "Permission Sets" with a help link "Help for this Page".

A message on the left sidebar says " Didn't find what you're looking for? Try using Global Search." The sidebar also lists "Users", "Permission Set Groups", and "Permission Sets" (which is currently selected).

The main table displays a list of permission sets with columns for Action, Permission Set Name, Description, and License. The table includes a header row and 24 data rows. Some descriptions are truncated with ellipses.

Action	Permission Set Name	Description	License
Clone	(Legacy) Data Cloud Data Aware Spec...	This Data Cloud permission set will b...	Customer Data Platform
Clone	(Legacy) Data Cloud Marketing Admin	Allows access to Data Cloud Setup if ...	Customer Data Cloud for Marketin...
Clone	(Legacy) Data Cloud Marketing Mana...	This Data Cloud permission set will b...	Customer Data Platform
Clone	(Legacy) Data Cloud Marketing Speci...	This Data Cloud permission set will b...	Customer Data Platform
clone	(Legacy) Data Cloud for Marketing Da...	This Data Cloud permission set will b...	Customer Data Cloud for Marketin...
clone	(Legacy) Data Cloud for Marketing M...	This Data Cloud permission set will b...	Customer Data Cloud for Marketin...
clone	(Legacy) Data Cloud for Marketing Sp...	This Data Cloud permission set will b...	Customer Data Cloud for Marketin...
Clone	Access Agentforce Default Agent	Gives users access to the default Age...	Agentforce (Default)
clone	Agent Platform Builder	Allow access to agent platform.	Agent platform builder
clone	Agentforce Default Admin	Allows users to build and manage in...	Agentforce (Default)
clone	Agentforce Service Agent Configurati...	Build and manage autonomous AI ser...	Agentforce Service Agent Builder
Clone	Agentforce Service Agent Object Acc...	Access knowledge articles and mana...	Agentforce Service Agent User
Clone	Agentforce Service Agent Secure Base	Set up and use Agentforce Service Ag...	Agentforce Service Agent User
Clone	Agentforce Service Agent User	Analyze topics and perform actions a...	Agentforce Service Agent User
Clone	Authenticated Payer	An authenticated external user with t...	Salesforce Payments External
Clone	Buyer	Allows access to the store. Lets user...	B2B Buyer Permission Set One Se...
Clone	Buyer Manager	Includes all Buyer capabilities, and al...	B2B Buyer Manager Permission S...
Clone	C360 High Scale Flow Integration User	Allows integration user to access feat...	Cloud Integration User
Clone	CRM User	Denotes that the user is a Sales Clou...	CRM User
Clone	Code Builder User	Enables the user to create and acces...	Code Builder
clone	Commerce Admin	Allow access to commerce admin fea...	Commerce Admin Permission Set
clone	Commerce Session	Allow access to session-based permis...	Commerce Session Permission S...
Clone	ConnectivityServiceCASCPermSet		Cloud Integration User
Clone	Contact Center Admin	Manage Service Cloud Voice contact ...	Service Cloud Voice User
Clone	Contact Center Admin (Partner Telep...	Manage Service Cloud Voice contact ...	Service Cloud Voice User (Partner)

Dashboard: Dashboard help you visually understand changing business

condition so you can make decision based on the real-time data you have gathered with reports.

The screenshot shows a web browser interface with a tab labeled 'elop.lightning.force.com'. Below the tab bar is a header with a blue cloud icon, a search bar containing 'Search...', and various navigation icons. The main content area displays a 'Jewellery Inventory ...' dashboard. At the top of the dashboard, there are tabs for 'Dashboard', 'dashboards 1', 'Refresh', 'Edit', and 'Subscribe'. A message indicates the dashboard was last refreshed 3 days ago. The dashboard title is 'dashboards 1'. The main section is titled 'New Prices Report' and contains a table with the following data:

Price: Price Id...	Gold Pri...	Price: ID
Price-01	\$312	a04gL000009Vqy1
Price-02	\$4	a04gL000009Vr2r
Price-03	\$5	a04gL000009Vr4T
Price-04	\$5	a04gL000009Vr65
Price-05	\$6	a04gL000009Vr7h
Price-06	\$5	a04gL000009VmM
Price-07	\$5	a04gL000009Vr9J

At the bottom of the report section, there is a link 'View Report (New Prices ... As of Sep 2, 2025, 9:05 AM)

Reports: Report give you access to your data.

The screenshot shows a Salesforce Lightning interface. At the top, there is a navigation bar with a house icon, the URL 'elop.lightning.force.com', a plus sign, a '4' in a box, and three vertical dots. Below the navigation bar is a toolbar with icons for cloud, star, plus, minus, question mark, gear, and a profile. A search bar with the placeholder 'Search...' is also present.

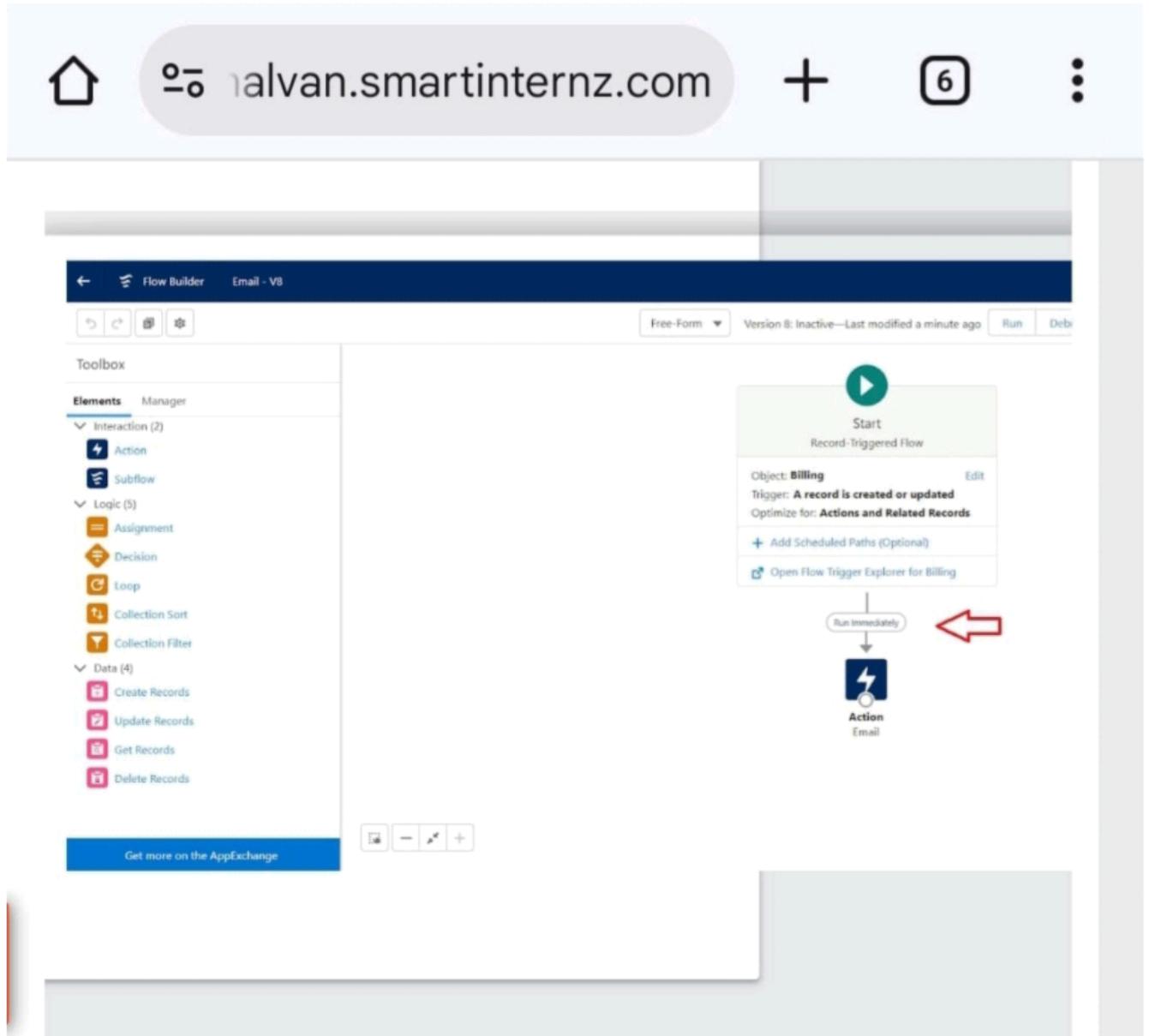
The main content area displays a report titled 'Report: Prices New Prices Report'. The report header includes a document icon, the title, and buttons for 'Enable Field Editing', 'Search', 'Add Chart', 'Edit', and a dropdown menu.

The report summary shows 'Total Records' as 10 and 'Total Gold Price' as \$358.

The data is presented in a table:

	Price: Price Id	Gold Price	Price: ID
1	Price-06	\$5	a04gL000009VmmM
2	Price-01	\$312	a04gL000009Vqy1
3	Price-02	\$4	a04gL000009Vr2r
4	Price-03	\$5	a04gL000009Vr4T
5	Price-04	\$5	a04gL000009Vr65
6	Price-05	\$6	a04gL000009Vr7h
7	Price-07	\$5	a04gL000009Vr9J
8	Price-08	\$8	a04gL000009VrAv
9	Price-09	\$5	a04gL000009VrCX
10	Price-10	\$3	a04gL000009VrE9
11		\$358	

Flows: A Flow is a powerful tool that allows you to automate business processes, collect and update data, and guide users through a series of screens or steps.



4. Advantages and disadvantage

Advantage

CRM helps manage customer data, allowing jewel to understand individual preferences and offer tailored recommendations and services, leading to a better customer experience.

The CRM With detailed customer profiles and buying history, jewel can identify profitable customer segments and create targeted marketing campaigns, increasing conversion rates.

CRM can integrate with inventory and sales systems, providing a consolidated view of stock and customer interactions, which streamlines operations.

Disadvantage

Implementing a CRM system can involve significant costs for software, customization, and initial training, which might be a barrier for smaller businesses.

Storing sensitive customer and inventory data in a centralized database raises concerns about potential breaches or unauthorized access, requiring strong security measures.

Staff may resist adopting new technology and workflows, especially if they are unfamiliar with the system or perceive it as a threat to their r

5. Conclusion

it is a business strategy and toolset for building strong, lasting customer relationships through centralized data, personalized experiences, and streamlined processes, ultimately driving growth, profitability, and customer loyalty. By providing valuable insights and automating tasks, CRM helps businesses foster trust, understand customer needs, and deliver superior value, making it a cornerstone of successful, customer-centric operations