

CRM Application for Jewel Management

JEWEL CRM

CRM APPLICATION FOR JEWEL MANAGEMENT

Project Report

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Introduction

JEWEL CRM is a Customer Relationship Management application designed specifically for jewellery shops to

manage customers, inventory, sales, and service requests in an efficient manner.

This application enables jewellery business owners to maintain detailed customer records, track purchase history, manage jewellery stock, improve customer interactions, and strengthen business growth through CRM-based strategies.

The system reduces manual work and provides a digital solution that enhances customer satisfaction and business performance.

Objective

- To digitalize jewellery shop operations through an efficient CRM system.
- To maintain and manage customer information and purchase history.
- To track jewellery inventory, sales, and service/repair records.
- To enhance customer engagement through reminders, offers, and notifications.
- To provide quick access to data for better decision making.

Problem Statement

Traditional jewellery shops face difficulties in handling customer data, tracking repair services, and managing inventory. Without a proper system, customer relationship management becomes difficult.

Common challenges:

- Manual maintenance of customer data
- No central record of sales and purchase history
- Lack of personalized communication with customers
- Poor tracking of service/repair items
- Difficulty in maintaining jewellery stock records

Proposed Solution

The proposed solution is to develop a CRM web application tailored for jewellery shops. This system stores customer details, manages inventory, tracks sales, and enables direct communication with customers through reminders and personalized messages.

The solution offers:

- ✓ Digital customer database

- ✓ Inventory and sales management
- ✓ Service & repair tracking
- ✓ Billing and purchase history
- ✓ Customer notifications and engagement

Key Features / Modules

1. Customer Management
2. Jewellery Inventory Management
3. Sales & Billing System
4. Service & Repair Management
5. Customer Communication & Notifications
6. Loyalty and Rewards Program
7. Reports and Insights Dashboard

Technology Used

Frontend : HTML, CSS, JavaScript

Backend : Node.js / Python Flask / Django

Database : MySQL / MongoDB

Tools : VS Code, GitHub, Figma for UI design

Benefits of the System

- Improves customer satisfaction and loyalty
- Single platform for managing customers, sales, and inventory
- Reduces manual paperwork and errors
- Enhances branding and business professionalism
- Saves time, increases sales, and boosts business growth

Conclusion

JEWEL CRM provides a complete digital solution for jewellery shops to manage their business efficiently. This system helps store and maintain customer data, manage jewellery stock, track sales and service requests, and improve customer relationships.

By implementing this CRM, jewellery business owners can modernize their operations, enhance customer engagement, and increase profitability in a competitive market.