JEWEL CRM – CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM

A Project Report on

"CRM Application for Jewellery Business Management"

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1. Introduction

Jewellery businesses today require more than just product quality and pricing; they need to maintain long-term relationships with customers to ensure repeat sales and loyalty. A Customer Relationship Management (CRM) system designed specifically for jewellery shops can support business growth by organizing customer data, tracking sales activities, improving communication, and maintaining service records.

The **Jewel CRM** system aims to digitalize the traditional jewellery business process by offering a user-friendly platform that manages customer profiles, purchase history, jewellery inventory, sales orders, and service/repair requests. Unlike general CRM systems, this project focuses on the specific operational needs of jewellery businesses.

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2. Need for the System

Traditional jewellery shops depend heavily on manual registers, diaries, or basic spreadsheets to maintain customer information and sales details. As the business grows, manual data handling becomes inefficient and leads to problems such as data loss, poor follow-up, delayed service, and mismanagement of stock.

A jewellery-focused CRM is required because:

- Customer data and purchase history must be preserved accurately.
- Shops need a record of valuable jewellery items sent for repair or customization.
- Personalised offers and communication improve customer loyalty.
- Proper inventory management helps prevent stock shortages and dead stock.

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3. Aim of the Project

The primary aim of this project is to **streamline jewellery shop operations** by implementing a CRM solution that enhances customer retention, improves service quality, and supports business decision-making with reliable data.

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4. Objectives

- To create a user-friendly CRM platform tailored to jewellery business needs.

- To maintain organised customer data with complete purchase and service history.

- To automate sales and billing with error-free calculations.

- To manage jewellery inventory efficiently with stock insights.

- To improve customer engagement through reminders, offers, and updates.

- To store and retrieve data securely for anytime access.

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5. Problems in Existing Method

Sl.No Issues Faced in Manual System

1   Customer data scattered across notebooks or memory

2   No systematic tracking of gold/silver stock

3   Difficulty tracking service/repair orders

Sl.No Issues Faced in Manual System

4   No personalised customer engagement

5   Time-consuming billing and calculation processes

These limitations show the need for a digital CRM tool customized for jewellery shops.

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6. Proposed System Overview

The proposed **Jewel CRM Application** provides an all-in-one platform for jewellery businesses to:

- Manage customer information
- Track jewellery inventory
- Record and monitor sales transactions
- Track repair, polishing, resizing, and customization services
- Communicate updates and offers with customers

It enables shop owners to monitor business performance, track revenue, maintain stock levels, and build long-term customer relationships.

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7. Core Features of Jewel CRM

1. Customer Management

- Stores customer details, preferences, and special occasions

- Maintains lifetime purchase history

- Tracks loyal and high-value customers

2. Inventory Management

- Catalogues gold, silver, platinum, and diamond jewellery

- Tracks stock in/out movement

- Maintains product images, descriptions, and pricing

3. Sales & Invoice Management

- Generates bills with making charges and taxes

- Allows invoice download/print

- Maintains sales ledger and transaction history

4. Service & Repair Module

- Tracks jewellery given for polishing, stone replacement, or resizing

- Service status updates (Received → Processing → Ready → Delivered)

- Prevents loss or confusion of items under service

5. Customer Communication

- Birthday/anniversary wishes

- Festival offers and new arrival notifications

- Order and service status alerts

6. Insights & Reports

- Daily/weekly/monthly sales reports

- Inventory ageing & demand analysis

- Customer retention statistics

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8. Scope of the Project

The project is initially designed for **small and medium-sized jewellery businesses**, but can be expanded to:

- Multi-branch jewellery networks

- Cloud-based CRM for multiple users

- Mobile app for customers to track service status and offers

- Integration with digital payment and barcode systems

9. System Architecture

The Jewel CRM system is designed with a modular architecture that ensures smooth data flow, easy maintenance, and scalability. The architecture separates the system into different layers, allowing efficient data handling and improved user experience.

The system architecture typically consists of:

1. Presentation Layer (Front-End)

This layer acts as the user interface through which users interact with the system. It includes screens for login, dashboard, customer management, sales, and service tracking. The interface is designed to be simple, intuitive, and mobile-responsive, ensuring accessibility across devices like laptops, tablets, and smartphones.

2. Application Layer (Back-End Logic)

This layer handles the business logic of the CRM system. It processes user inputs, performs validations, manages business rules (such as loyalty point calculations, inventory checks, and customer classification), and ensures smooth execution of operations.

3. Database Layer (Data Storage)

This layer stores all system-related data including customer records, jewellery inventory, sales invoices, service logs, and communication history. The database is designed to maintain data integrity, security, and quick access for reporting and analytics.

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10. Detailed Module Description

The Jewel CRM application is divided into several well-defined modules. Each module focuses on a specific business function to improve efficiency and accuracy.

a) Customer Module

This module maintains complete customer records. It includes personal details, purchase history, feedback, and important dates like birthdays and anniversaries. The system groups customers into categories such as Regular, Premium, and VIP based on spending patterns to offer targeted promotions.

b) Jewellery Inventory Module

This module stores detailed information about each jewellery product including metal type, weight, purity, stone details, making charge, design code, and images. It keeps the stock updated whenever a sale occurs or a new item is added to inventory.

c) Sales and Billing Module

This module helps create invoices and manage sales records. The system calculates total cost by including making charges, wastage, and taxes. Bills can be generated, saved, printed, or shared digitally. The module also maintains a log of payment history.

d) Repair and Service Tracking Module

Jewellery shops frequently receive items for repair, polishing, resizing, or customization. This module stores item details, service type, expected delivery date, status, and charges. It ensures that no service item is misplaced or delayed.

e) Communication Module

The communication module ensures effective customer engagement. It sends automatic messages or reminders for service completion, special offers, festivals, birthdays, and anniversaries. This module plays a major role in building long-term customer relationships.

f) Analytics and Reporting Module

This module provides business insights such as best-selling products, top customers, monthly revenue, and stock

performance. Graphs and reports support better decision-making and help shop owners plan business strategies.

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11. Data Flow of the System (Simple Explanation)

Data flows from the user to the application and then to the database, ensuring smooth functioning of the system. Below is a simple data flow:

1. User logs into the system and requests an action (ex: add customer, view stock, record sale).

2. System validates input and processes the request using business logic.

3. Data is stored, updated, or retrieved from the database.

4. System returns output (confirmation, invoice, report, or update).

This cycle ensures accuracy, consistency, and real-time updates.

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12. Advantages of the Proposed System

The **Jewel CRM System** offers significant benefits compared to manual or traditional management methods:

Benefit	Description
Time Saving	Reduces manual work and speeds up billing and record-keeping

Benefit	Description
Accuracy	Eliminates calculation errors and data inconsistencies
Better Customer Relation	Personalized offers and reminders improve retention
Secure Data Storage	Reduces chances of data loss or theft
Sales Growth	Helps increase repeat customers and business revenue
Business Insights	Provides reports for informed decision-making

13. Uniqueness of Jewel CRM

Jewel CRM stands out from generic CRM applications because:

- It is **specifically tailored for jewellery businesses**.

- It supports jewellery-specific features like weight tracking, stone details, and repair management.

- Focuses on customer loyalty and relationship-building rather than only sales.

- Designed to be simple enough for small shops but scalable for bigger brands.