DEFINE THE PROBLEM STATEMENT

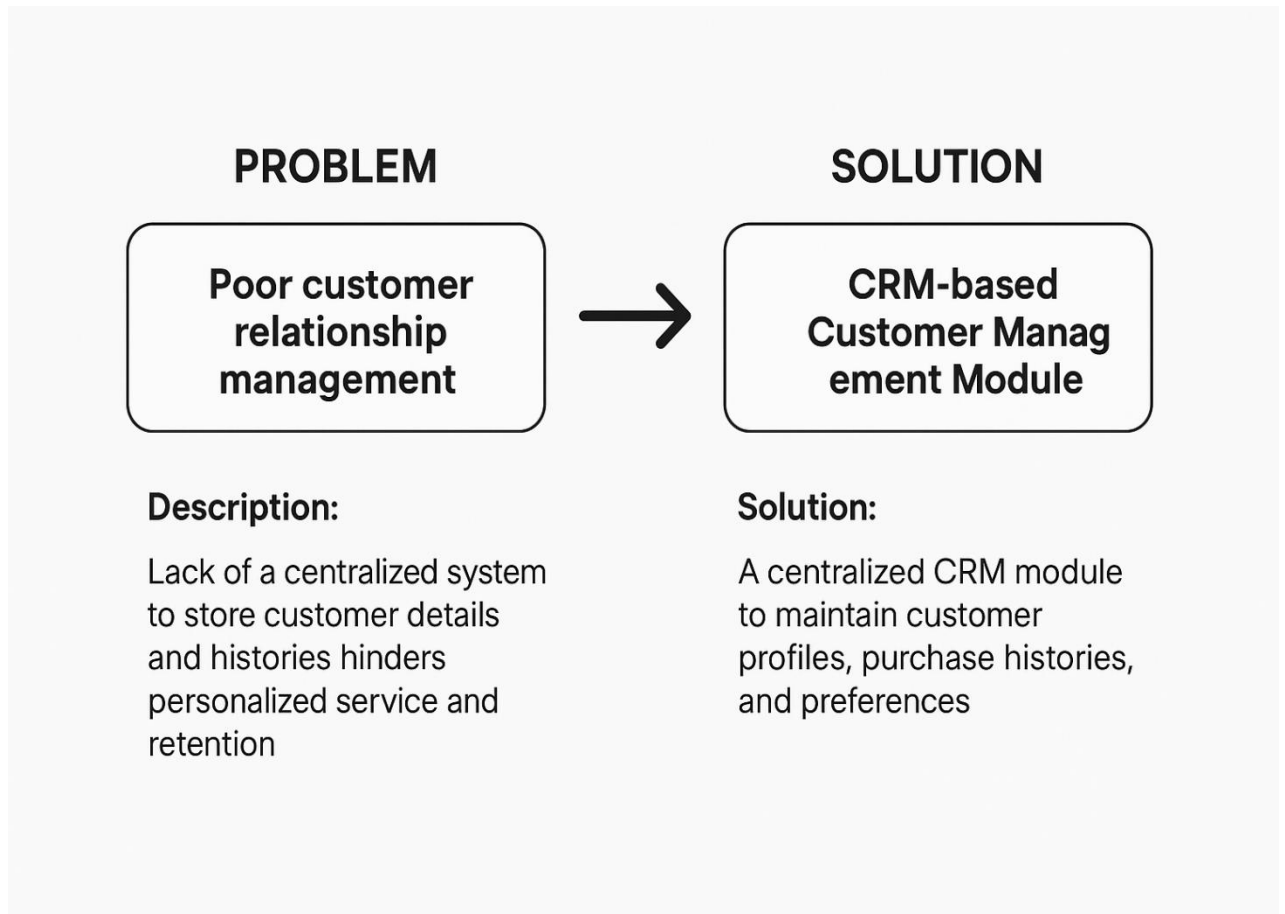| Date	31 OCTOBER 2025
Team ID	NM2025TMID04251
Project Name	CRM Application for Jewel Management-(Developer) in Salesforce
Maximum Marks	4 Marks

Problem Statement:

The jewelry industry still depends heavily on manual record-keeping and separate systems to manage customers, product details, billing, and inventory. This outdated process causes several challenges such as inaccurate data due to human error, poor customer relationship management, difficulty in tracking orders, prices, and customer history, and a lack of centralized access to information for decision-making.

Therefore, there is a strong need for a **CRM-based Jewel Management System** that automates key business operations and provides a unified digital platform for efficiently managing customers, sales, pricing, and billing.

Here are the **Problem Statements** derived from your given information

1. The jewelry industry depends on manual record-keeping, leading to data inaccuracy and inefficiency.
2. Poor customer relationship management results from the absence of an integrated system.
3. It is difficult to track customer orders, pricing details, and purchase history accurately.
4. The lack of centralized access to data makes business decision-making slow and unreliable.
5. There is a need for a CRM-based Jewel Management System to automate business operations.
6. The proposed system should provide a unified digital platform for managing customers, sales, pricing, and billing efficiently.

PROBLEM   **SOLUTION**

Poor customer relationship management → CRM-based Customer Management Module

Description:

Lack of a centralized system to store customer details and histories hinders personalized service and retention

Solution:

A centralized CRM module to maintain customer profiles, purchase histories, and preferences

Example 1:

A jewelry shop uses handwritten bills and Excel sheets to manage customer purchases. When gold rates change daily, the staff manually updates prices, often leading to calculation errors and customer disputes. This manual process causes billing delays and loss of customer trust.

Example 2:

The store manager struggles to track repeat customers because there is no centralized system for storing customer details or purchase history. As a result, the shop cannot offer personalized discounts or loyalty rewards, leading to missed sales opportunities.

Example 3:

Inventory and pricing are maintained separately by different staff members, causing mismatched records between stock availability and billing data. This lack of synchronization makes it hard to manage stock effectively and predict future demand.

Example 4:

During peak festive seasons, billing becomes slow and error-prone because all processes are done manually. There is no automated system to handle multiple transactions efficiently, resulting in long queues and customer dissatisfaction.

Example 5:

The owner cannot easily analyze daily or monthly sales performance since data is scattered across files and registers. Without a centralized dashboard, decision-making becomes guesswork rather than data-driven management.

Example 6:

Unauthorized staff sometimes access or modify sensitive pricing information because there is no proper role-based access control, leading to security risks and data integrity issues.