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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Jewellery Shop System

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**ABSTRACT:** These days, computers are becoming more and more common and significant in our culture. Computers will be used everywhere, and they are really 5 helpful. and supportive of our lifestyle. Computerized systems are frequently utilized for sophisticated computations, role scheduling, stock detail updates, and client bill preparation. Here, we created a computerized system to handle important jewellery transactions, such as sales, acquisitions, and bill creation. This software is frequently used to manage customers in a similar manner to how personnel of that store do so in a very short amount of time. The main purpose of the Online Jewellery Shop System is to provide an application that assists users in locating and purchasing the newest styles of jewelry in many categories, such as gold, silver, and diamond. It's helpful in that it makes internet shopping more convenient. Nowadays, the majority of jewelry stores serve as helpful purchasing sites. The administrator handles a lot of paperwork and uses desktop programs like Microsoft Excel to maintain user record data in soft copy. The suggested jewellery system would operate on a server, and use5rs will be able to manage all registration-related tasks. It has the ability to provide a variety of reports that the management needs when planning an event.

## I. INTRODUCTION

A Jewellery Online Store This project's primary objective was to develop a shopping cart that would enable clients to browse and buy jewelry. goods on the internet. Additionally, the project is set up to allow managers to oversee the information about the items. Consumers can place product orders, and they will be called to complete the order process. People don't have time for their own requirements in today's hectic society. Additionally, anyone may use the technology quickly only by sitting in a room. With the use of the Internet, a person may purchase new items online. The purpose of the jewelry store management software was to monitor jewelry-related transactions. With its help, information on the supervisor, inventory, purchases, suppliers, metal type, and other subjects is kept up to date and preserved. This system may generate invoices, entries, computations, restorations.

## II. MODULE

The system after careful analysis has been identified to be presented with the following modules:  
The Modules involved are

1. Admin
2. User
3. User Registration

**Admin User:** Admin login access the full system and can add or delete employees as well. The admin have to fill the user name and unique password and the press to the submit button to access admin area. Admin view all products details and users details

**User:** User Login is the process by which an employee gains access to a computer system by identifying and authenticating themselves. The user have to fill the user name and unique password and the press to the submit button. User can buy and view products.

**User Registration:** The User registration form contains a list of fields that is used to input data about customer. To add a new customer we required to fill the given form which contain User name, email, contact number, and address and then submit it.





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### III. ROLW OF DIGITAL TECJNOLOGY

The multichannel strategy in the jewelry business is made possible and improved in large part by digital technology. They offer the skills, tools, and infrastructure needed to link and integrate many channels, optimize processes, and give clients individualized experiences. Digital technology plays the following important roles in the multichannel approach.

#### E-commerce Platforms:

The groundwork for online shopping in the jewelry sector is e-commerce. The Jewellery E-commerce System is a prototype for an online store where customers may place orders. When a jewelry e-commerce system is available, the ordering procedure may be finished more quickly and simply (Ramlan, 2021). The Jewellery E-commerce System is designed using the Customer Relationship Management (CRM) methodology. CRM may let customer care representatives get all the information they need to help address a customer's problem.

#### Mobile applications:

In the multichannel strategy, mobile applications have grown in significance. Users of the Jevelo mobile application may make their own jewelry by using photos from their mobile devices. The jewelry piece is created using goldsmithing and cutting-edge 3D printing technology (Oguilve Solis, 2017). As a market disruptor in the jewelry industry, Jevelo promises to let clients design their own jewelry and provide meaningful designs that will help people remember important life events.

#### Social media:

Jewelry businesses may effectively reach and interact with their target audience through social media platforms. (Asavasalulkat, 2019) came to the conclusion that social media has fundamentally altered modern life. By serving as a marketplace for buyers and sellers, it connects people in related peer groups, makes communication easier on both a personal and professional level, updates information in real time, and opens possibilities for companies.

### IV. BENEFITS OF MULTICHANNEL APPROACH IN JEWELLERY

#### Improved consumer Engagement:

The jewelry industry's multichannel strategy, which is aided by digital technology, presents a number of chances to improve consumer engagement. Over the last decade, customisation has been a prominent and rapidly expanding trend. While the luxury economy has gotten little attention, this topic has been studied, especially in relation to mass market enterprises. The link between brand recognition and self-design features is undergoing a fundamental shift in contemporary economy due to the rise of younger customers and the aspirational masses, who expect unique (Pozzobon, 2020) individualized things.

#### Increased reach and Market Penetration:

The multichannel approach in the jewellery industry, enabled by digital technologies, offers significant opportunities to expand reach and penetrate new markets. This strategy can help expand reach and market penetration in the following ways: a) Global accessibility and online presence: Jewelry merchants may reach customers beyond their physical shop locations by establishing an online presence through websites, social media channels, and e-commerce platforms. Retailers may target customers worldwide, overcoming regional restrictions and entering new markets, with a well-designed and optimized online presence.

#### Competitive Advantage:

A complex network of subcontracting links the businesses in the formal and informal sectors together. It also showed that informal jewellery manufacturing businesses share many characteristics with the subsistence sector, including low wages, little investment in the development of physical and human capital, unfavourable working conditions, and a lack of arrangements for worker safety. As a result of interlinkage, (Banerjee, 2013) the formal sector has access to the cheap labour of the informal sector and can become more competitive by ignoring all environmental and labour laws without demonstrating any signs of technological advancement.

**Better Customer Insights and Personalization:** According to Suganya (2009), jewelry retailers should develop customer information systems to capitalize on computerization and technology advancements to gain a deeper understanding of



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their customers and their requirements. Another eye-catching strategy to attract attention, especially from housewives, is a window display. Jewelry store owners should try to get to know their loyal customers so they can welcome them on special occasions. Jewelry retailers may research the opinions and expectations of their customers and adjust their responses appropriately.

### V. CHALLENGES AND LIMITATIONS

#### Consistency and Integration:

Across all channels, integration guarantees a smooth and uniform consumer experience. Brand identity makes the product stand out from rival products on the market and enables consumers to emotionally connect with the brand's qualities (Alba Cappellieri, 2017). Real-time inventory synchronization across channels is made possible by integration. This synchronization allows for seamless shopping experiences regardless of the channel used and avoids consumer annoyance from inaccurate information. Gold has become a "safe-haven" investment option due to recent price trends (Singh, 2013). Gold's resilience throughout the recent upheaval in the commodities market demonstrates the robustness of the global gold market and its unique demand drivers. (Kana, 2020) came to the conclusion that in-person sales had a little positive influence on customers' choices.

#### Security and Data Management:

Building trust with clients may be facilitated by open and honest communication regarding data management and security procedures. Retailers should evaluate their partners' and third-party providers' security policies and procedures. It is important to regularly audit data management and security procedures in order to find any weaknesses, gaps, or non-compliance problems. To guard against data loss from cyberattacks, natural catastrophes, and system failures, regular data backups should be carried out. Since buying jewelry frequently entails financial transactions, merchants need to make sure their payment processing systems are safe.

#### Skill and Resource Requirements:

It is expected that the responsiveness of the logistics workflow system will be significantly enhanced when OLAP and ANN are integrated to efficiently master the information. Lee, C.K.M. (2011) An infrastructure that integrates many state-of-the-art technologies to provide logistics workflow tools with the special ability to manage supply chain stocks by understanding the specifics of distribution patterns. Most respondents said they want jewelry businesses to provide polite customer service. Christophe7r (2014) They feel that their thoughts and opinions ought to be taken into account while making a purchase. Therefore, by providing clients with sufficient information about their purchases, conventional jewelry businesses may improve their customer service.

### VI. METHODOLOGY

There are several phases in the approach for creating a jewelry SOP management. Here is a broad overview of the approach.

#### Control of Inventory:

Make a systematic approach to monitor your jewelry inventory. Arrange your goods according to kind, style, cost, and substance. Install a reliable inventory management system to monitor sales, stock levels, and reorder needs. To ensure accuracy, physical stock audits should be carried out often.

#### Purchasing:

Developing relationships with trustworthy producers and suppliers can assist you in locating jewelry of superior quality. Get good bargains on everything from costs to delivery schedules to return policies. Maintain a wide range of inventory to satisfy a variety of consumer preferences.

Create a stunning and orderly jewelry display for your shop using visual merchandising. Consider lighting, layout, and aesthetics to enhance the visual appeal. Put the best-selling goods, new arrivals, and temporary discounts in a prominent location.



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### Sales and Customer Service:

Develop your sales team's customer service abilities. Make sure they understand what you have to offer, can help customers make wise decisions, and are skilled at handling transactions. Offer a customized shopping experience, such as jewelry consultations or customisation options, to boost customer satisfaction and encourage loyalty.

### VII. CONCLUSION

To sum up, a jewelry shop management system is a crucial tool for business owners to manage their operations successfully and economically. It simplifies several processes, increases revenue, and enhances customer happiness. With the introduction of cutting-edge technologies like artificial intelligence, jewelry shop management systems have a bright future. and machine learning, mobile accessibility, and interaction with e-commerce systems. However, to create and maintain such a system, the owner must choose a suitable system, train personnel, and routinely assess and evaluate performance. By doing this, they can ensure the success of their business and its ongoing development.

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