



## Jewelry Showcase Web Application

### The Company

A leading Jewelry manufacturing and marketing company. Dealing in 100% quality gems such as Rubies, Emerald, Sapphire, Cubic Zirconia, Pearls, Precious Stones, Diamonds and studded jewelry. They are supplier to most renowned brands in India and overseas.

### Challenges

1. Sales and marketing team was using hard copies of jewelry designs thus attracting lot of efforts and cost.
2. Showcasing jewelry and design was not easy for domestic customers and for international customers it was almost impossible, which was impacting sales and revenue.
3. Sales team used to carry Jewelry or Jewelry design hardcopies to show their customers which was very risky and difficult.
4. Unable to advertise or showcase the new designs to customers immediately after launch.

### Solution

Empover i-Tech Pvt. Ltd. (EIPL) developed a web based jewelry showcase application which enables their customers and sales team to showcase different Jewelry designs with details. This website works like a virtual office for the Sales people.

### Features

1. Masters to maintain Jewelry Brand, Category, stone, price, design, etc.
2. Customer and User Management
3. Jewelry Design management
4. Jewelry showcase to customers
5. Customer order or enquiry management
6. Report to the management on different parameters like brand wise, design wise, customer wise order or enquiry, etc.

### Tools and technologies used for implementation

Java, J2ee, Java Script, AJAX, CSS, Apache Tomcat, MY SQL

### Result

- Enables authorized customer or sales team to access jewelry designs from anywhere.
- Easy tracking of the business process with increased customer satisfaction and business.
- Centralized data management helps in easy maintenance thus reducing operational cost.
- Using this application, Customers and sales people can quickly request for an order enquiry, decreasing the response time, which will increase sales and improve customer relationship.
- Sales person's performance and activity can be monitored effectively.
- Works like a virtual office which has increased overall performance of the organization and decreased sales cost.
- It also decreased the risk of carrying valuable samples for sales and marketing.

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