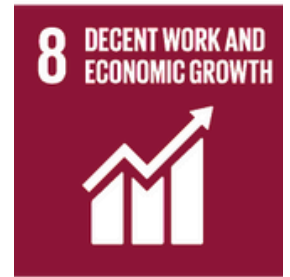


Name of the Organization: Ego Premium Products Pvt Ltd

CRM IS NOT JUST A TOOL; IT'S A STRATEGY FOR BUILDING LASTING CUSTOMER RELATIONSHIPS

A CRM website is essential for effective customer relationship management, offering centralized data storage and streamlined processes that Excel cannot provide. Unlike Excel, which can lead to data silos and inefficiencies, a CRM enhances collaboration, automates repetitive tasks, and offers valuable customer insights. This not only boosts productivity but also aligns with Sustainable Development Goal 8 by promoting sustained economic growth and decent work. By enabling businesses to operate more efficiently and innovate, CRM systems contribute to a more sustainable and competitive economy.

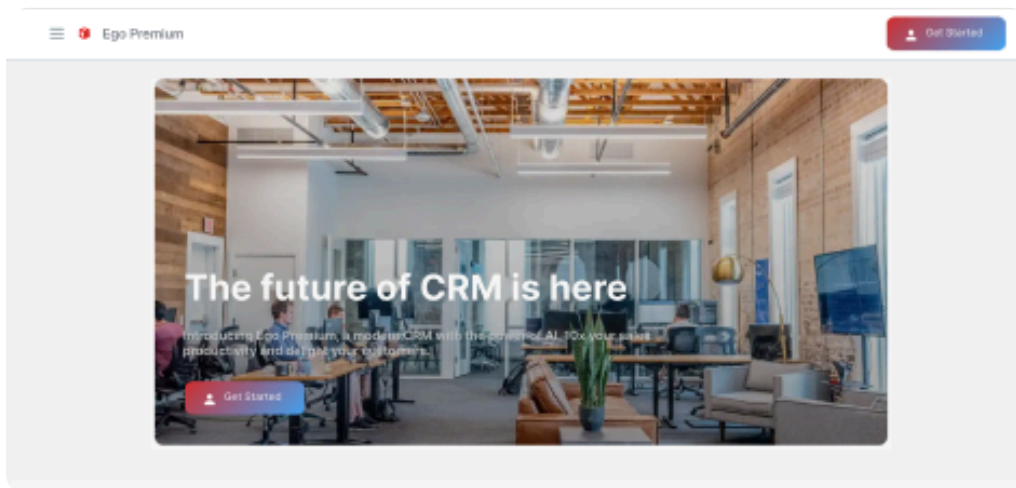


Domain: Application Design and Product Development



Tools Used: HTML,CSS,Javascript,Tailwind.css,Chart.js,Mongo DB

Group no 31



Team Members Name

1. Manav Bodhani
2. Ritika Sabhani
3. Harshit Sachdev
4. Akshhad Ahuja

Mentor

Mrs. Yugchhaya Galphat

[GitHub](#)

[Youtube Link](#)

- Seamless Onboarding & Secure Login – User authentication ensures data privacy while allowing quick access to CRM tools.
- Comprehensive Dashboard – A centralized hub displaying key business insights, recent activities, and sales performance at a glance.
- Efficient Customer & Lead Management – Easily add, update, and track customer interactions and potential leads in an intuitive interface.
- Automated Data Handling – Reduce manual efforts with smart data entry, filtering, and categorization.
- Performance Tracking with Reports & Analytics – Gain valuable insights into customer behavior, sales trends, and team performance for data-driven decision-making.
- Scalable & User-Friendly Design – Ensures smooth navigation, making it accessible to teams of all sizes without extensive training.

Proposed Solution



Endorsement Letter