

# Trends Kart

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**Abstract:** "Trends Kart" focuses on the development of a Customer Relationship Management, which serves as a digital tool to manage and analyze customer interactions and data throughout the customer lifecycle. Trends Kart system offers businesses a centralized platform to store and track customer information, including contact details, purchase history, and communication history. By leveraging Trends Kart systems, businesses can improve customer relationships, optimize communication, identify sales opportunities, and efficiently handle customer support inquiries. The proposed system emphasizes the importance of considering specific business needs and goals when selecting a Trends Kart system, highlighting key features such as contact and customer data management, sales and marketing automation, customer support and service management, and reporting and analytics. The effective implementation of Trends Kart can result in enhanced customer relationships, increased operational efficiency, and revenue growth. The project further discusses the working modules of the Trends Kart system, including the Admin Module, CR Manager Module, Customer Module, and Business Module, detailing their functionalities and contributions to managing customer relationships and business operations. The website utilizes various technologies and frameworks such as React, NodeJS, Express, MongoDB.

**Keywords:** HTML, CSS, JavaScript

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