

Proposed solution

S.NO	Parameter	Description
1.	Problem statement (Problem to be solved)	A Problem statement is a concise description of an issue to be addressed or a condition to be improved upon .It identifies the gap between the current (problem) state of a process or product .
2.	Idea / Solution description	We have a proven track record of customer satisfaction with our clients, to small businesses to mid-size corporations and government offices and agencies .
3.	Novelty / Uniqueness	Novelty is the state of being new or novels ; newness while uniqueness is the state or quality of being unique or one-of-a-kind .
4.	Social Impact / Customer Satisfaction	The aim of this research is to examine the effect of the customer loyalty program on customer satisfaction and its impact on customer loyalty .
5.	Business Model (Revenue Model)	The process of business model construction and modification is also called business model innovation and forms a part of business strategy .
6.	Scalability of the solution	Scalability is an aspect or rather a function quality of a system , software or solution .