**Proposed solution**

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| **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 . |