

**Project Design Phase-I**  
**Proposed Solution Template**

Date	04 November 2023
Team ID	NM2023TMID04234
Project Name	Project – Logo for personal care products
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem to be solved is to improve the business identity by creating a brand name, brand mark, and brand logo in Canva, which is fundamentally about establishing a distinct and memorable brand identity.
2.	Idea / Solution description	Our proposed solution is to develop the identity, which serves as the face of your business or personal brand, with several crucial functions.
3.	Novelty / Uniqueness	Our proposed solution is unique because Canva streamlines the design process, allowing for the rapid creation of brand materials. It can save time and resources compared to traditional design methods.
4.	Social Impact / Customer Satisfaction	A logo for personal care products can go beyond aesthetics; it can serve as a powerful tool for promoting social responsibility, ethical practices, and overall well-being for both consumers and the broader community.
5.	Business Model (Revenue Model)	Offer logo design and branding services to other personal care product businesses, generating income through one-time design fees and ongoing licensing royalties.
6.	Scalability of the Solution	Our solution is highly scalable by expanding the brand's reach to international markets, tapping into the growing demand for personal care products worldwide.