

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

Date	25 October 2023
Team ID	NM2023TMID04550
Project Name	Create a Google Business Page

**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 challenge is optimizing and effectively managing Google Business Pages for businesses to attract more customers and present accurate information.
2.	Idea / Solution description	Implement a user-friendly dashboard and tools for business owners to easily manage and update their Google Business Pages. Enhance it with real-time analytics, review management, and local SEO guidance.
3.	Novelty / Uniqueness	The uniqueness lies in providing a comprehensive, user-friendly solution with integrated analytics and AI-driven recommendations to optimize a business's online presence effectively.
4.	Social Impact / Customer Satisfaction	Business owners can easily manage their profiles, respond to reviews, and improve their local search visibility. This leads to higher customer satisfaction and more informed decisions for users.
5.	Business Model (Revenue Model)	Revenue can be generated through subscription plans offering advanced features, or by integrating local advertising options, providing a cost-effective marketing channel for businesses.
6.	Scalability of the Solution	The solution is highly scalable, offering a seamless, interactive platform for businesses of all sizes. Its performance and user-friendliness ensure wide adoption and scalability.