**LOYALTY SYSTEM**

This loyalty system provides better relationship between the customer and the company.The main problem in the project “LOYALTY SYSTEM” was earlier the customer cannot able to know their points at the time they want.They should depend on the company staffs to knoe their points,rewards,offers and membership card.This “LOYALTY SYSTEM”was used for marketing technologies like farmhouse,resort and the big marketing organization which provides the customer a great view of the organization.We have used open source software,which can accessed from anywhere anytime through the internet.We have used Front End – NetBeans(IDE) and Back End – MySQL.In this project we have 5 modules:

They are,

* Member Identification
* Member Portal
* Loyalty Card
* Points
* Rewards.