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(71)Name of Applicant :

1)Malla Reddy Engineering College (Autonomous)

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr. N. Ramanjaneyulu

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

2)Dr. G. Hema

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

3)Dr. M. Rajesh

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

4)Mr. Mandala Sreenivas

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

5)Dr. M. Vijaykumar Yadav

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

6)Mr. B. Kiran Kumar Reddy

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

7)Ms. S. Rajani

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

8)Ms. H. Nashara Khan

Address of Applicant :Malla Reddy Engineering College (Autonomous) Dulapally Road, Malsammaguda (Post) via. Kompally, Secunderabad, Hyderabad, Rangareddy District, Telangana – 500100, India. -----

(57) Abstract :

7. ABSTRACT A method and system for selling products is disclosed, where the customer is guided through an interactive process that receives selection criteria from the customer relating to the type of product the customer would like to purchase. The method comprises a step of storing in a product data file a plurality of products or product designs to be sold. The method comprising another step of providing a product suitability data file, said product suitability data file including a plurality of product suitability matrices, each said product suitability matrix corresponding to one of said products or product designs stored in said product data file. Rather than seeking to identify products whose characteristics exactly match customer specifications, the system and method embodies one or more kinds of suitability data for the purpose of selectively retrieving some subset of best fitting or most appropriate products or product data files in response to customer data entry.

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